

National CLEANER AND DYER

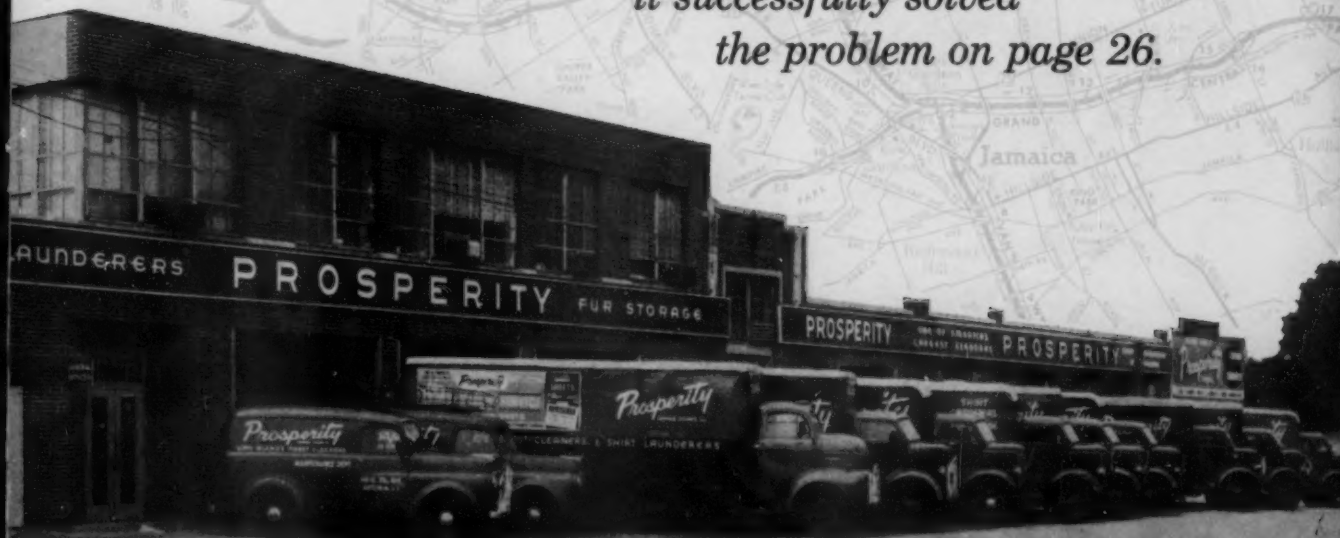
First in The Drycleaning Industry Since 1910

A REUBEN H. CONNELLEY PUBLICATION

JUNE
1959

Can the Large Central Plant Survive?

*This firm faced that question
a few years ago. Read how
it successfully solved
the problem on page 26.*



dirt in your solvent can cause dull, streaked garments



—use

HYFLO

**...it removes all
insoluble soil**

J-M HYFLO*, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

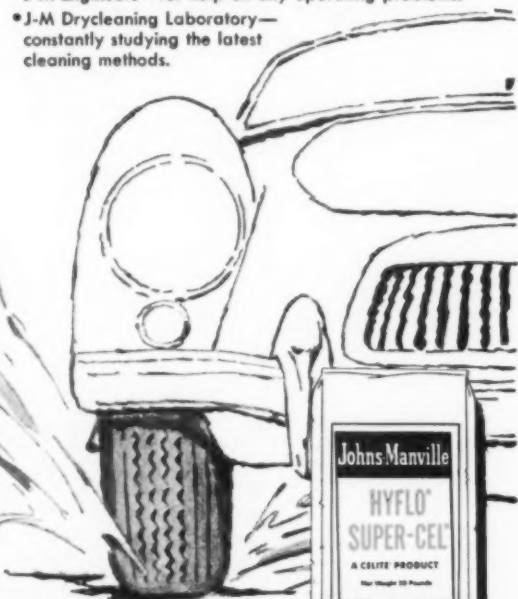
With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

*Redeposition...
Everyone talks about it, no one
does anything about it!*

Manufacturer Licks Redeposition Problem!



THE FIRST OBJECTIVE of dry cleaning is to clean clothes. The second most-trying objective is to remove soil from the dry cleaning solvent, allowing the solvent to continue to do an efficient dry cleaning job. All the dirt that is soluble goes into solution in the solvent; only the insoluble—suspended matter—is taken out on the filter. The cleaning solution becomes saturated, often in a short time. From this point on, the dry cleaning solution saturated with salt, sugar and other soluble soils can only transfer soil from one piece of fabric and move it to another.

Redeposition is one of the major problems of the dry cleaner. It is with him daily—particularly when cleaning lighter garments. Many garments going through dry cleaning are dark in color and redeposition does not manifest itself. However, it is there and a worry to the dry cleaner, spotter and consumer.

What is redeposition? It has been defined as the soil removed from garments that has not been suspended and removed by the detergent. This, unfortunately, is only part of the answer. Research by The Davies-Young Soap Company has determined that redeposition consists of two major classifications. First, the redeposition of soil that has not been removed from the washer by adequate filter circulation. If the soil has not been removed and there are insufficient changes of solvent, soil will redeposit on the garments. This soil can be readily removed by thorough rinsing on the filter. This soil, however, is not the major problem. The big redeposition problem is the loose dye

which is removed from the garments being cleaned. This dye, soluble in the solvent, will pass through a filtering medium and return to the washer, adhering to the garments. This type of redeposition can only be removed by harsh treatment such as bleaching or stripping. Obviously, this is not practical to use on garments, except pure whites. Dye redeposition cannot be removed through rinsing.

Where does this dye come from? How does it get into the cleaning bath? Detergents today are built to penetrate the fibers and remove all of the soil possible. While this detergent is acting upon the soil, it also attacks the loose dye contained in all fabrics. Remember, a mixture of different colors of dye will produce a dark gray or black color.

The mixture of these dyes in a drycleaning bath, dissolved by the detergent, is carried through the filtering medium back to the cleaning bath.

This dye adheres to the garments in the bath and redeposition follows. For example, a drycleaning operator using the two bath method of operation where he is not changing the solvent in the wash bath, accumulates a high percentage of loose dye. Garments are then rinsed in a second bath, but this only results in the rinsing of loose soil—that rinses out readily. The drycleaning operator fails to rinse out the dye which adheres to the garments. In a single bath operation, where the cleaning bath is being constantly purified through the addition of new solvent and continuous filtration, which constantly removes loose soil, the drycleaning operator is in a much

better position to control this redeposition of dye.

Proof of this operation is simple. Clean a white garment in a two bath operation, where the detergent has been run continuously. Compare it with another white garment cleaned in a single bath operation.

It is true that certain dyes are removed from the garments in a single bath operation as they might be in the two bath operation. However, the removal of dye in a single bath operation is more easily controlled.

The redeposition problem is solved by using the Buckeye R_xDR_x (redeposition removal) Treatment. The use of Buckeye R_xDR_x specially treated towels will retain the dye and soluble soil during the cleaning process and prevent redeposition.

This process assures the operator of a cleaner, clearer and brighter garment—giving greater customer satisfaction.

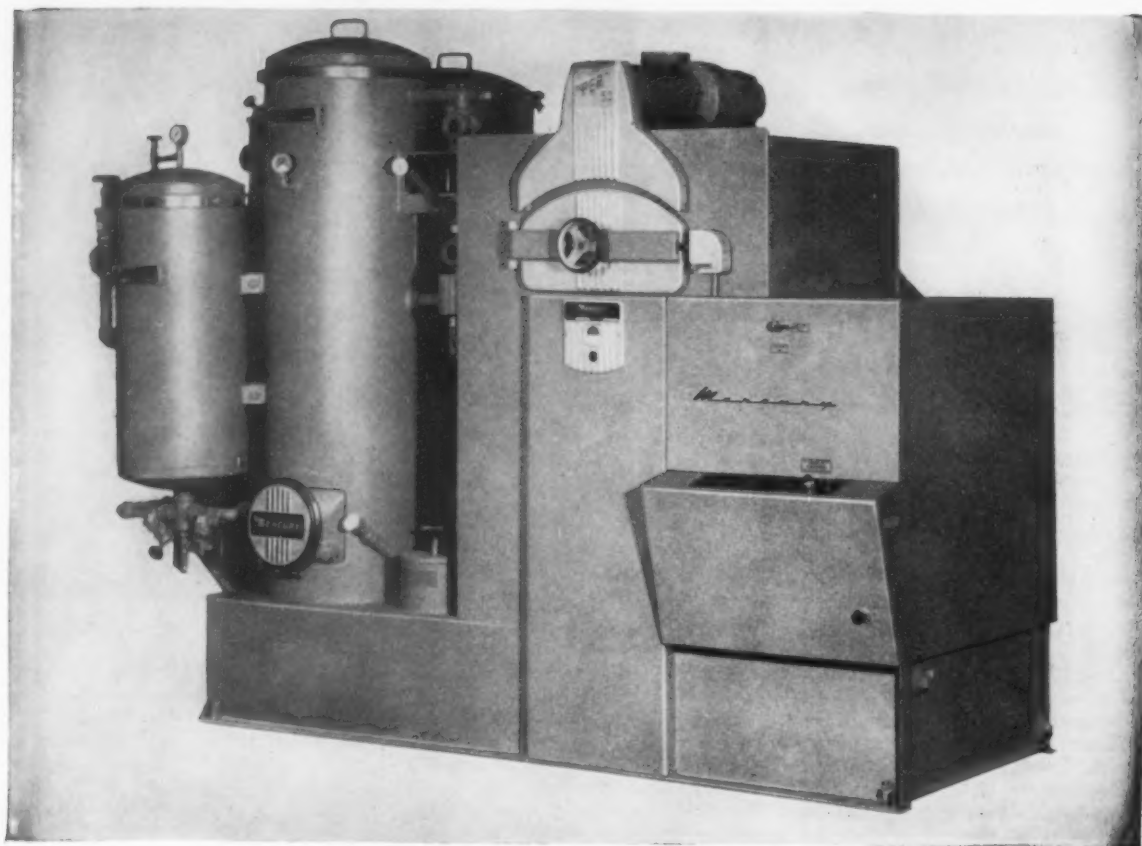
This operation has been proven in thousands of single bath plant operations with the "Lint-free, Cling-free" Dry Cleaning Process* through the use of Buckeye Clean-Charge or Buckeye Code 166.

Your plant, too, can enjoy this superior cleaning process which guarantees customer satisfaction and increases your sales volume. For further information, contact your nearest Buckeye Distributor or one of the qualified Buckeye Representatives who will install this revolutionary process in your plant.

Remember, better cleaning through research with Buckeye!

The Davies-Young Soap Co., 706 Albany St., Dayton, Ohio
* Trade mark of The Davies-Young Soap Company

Paid advertisement



Per 50 designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs.

mercury numatic

Progressive cleaners are modernizing the Mercury Lease-Purchase way. Frees working capital. \$45.-\$50. per week for Per 50 above.

Per 50 pictured above is fully automatic, with dry load capacity of 45-50 lbs. per load . . . \$2000 to \$2500 weekly volume.

New Clover Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter "valves away the muck" . . . reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.

New Automatic Still provides greater capacity with no "foam-over," no "surge."

New Twin-Disc Fluid Drive controls acceleration for smoother operation. Reduces vibration and maintenance.

New Heavy Duty Transmission with double belt drive.

Mercury solvent reclaiming tumblers, optional.

Petroleum units also available . . .
140F or Stoddard solvent.

Over 4600 Successful Mercury Owners in 49 States

MERCURY CLEANING SYSTEMS, INC.

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\$7440.
COMPLETE, F.O.B. FACTORY

**Best friend a
spotter ever had!**



**NEW
FORMULA
QwikGo®**

*works faster than
enzymes . . . better
than ammoniated
products for
removing*

**BLOOD and
ALBUMINOUS
stains**

*In handy
plastic squeeze
bottle with controlled
flow spout*



Now . . . an *activated* chemical formulation that's a truly modern advance in spotting. Look at these "New Formula" QwikGo advantages: won't sour or deteriorate with age . . . chemically-balanced for maximum dissolving action . . . no unpleasant odor . . . removes albumin stains fast . . . easy to use before or after cleaning—no need to reclean. Tops for economy too.

**Save \$2—Buy "New Formula"
QwikGo by the carton**

Ask your jobber for a 4-bottle carton

A. L. WILSON CHEMICAL CO., Kearny, N. J.

**"Stain
Removers
are our only business"**

Those Who Know— Use Petroleum Solvents

A SURE WAY to determine the benefits of any product is to measure its performance. The performance of petroleum solvents in the drycleaning plant has been measured and re-measured over the years and always comes out on top when all the benefits are totaled.

The basic reason behind any purchase is the benefit expected by the buyer. It would be reasonable to assume, therefore, that a purchase resulting in the largest number of real benefits should be the one selected. When a petroleum drycleaning solvent is selected, benefits result which can be measured by performance.

Since the solvent used determines the type of equipment and, in some cases, the location, its selection is of prime importance and should be given first consideration.

Solvent vapors

The low toxicity of petroleum solvents eliminates the need for special solvent vapor control. The governmental industrial hygienists have set up threshold limits which are used as guides in the control of health hazards. These guides represent conditions under which it is believed that nearly all workers may be repeatedly exposed without adverse effect.

The limit suggested for perchloroethylene (tetra chloroethylene) is 200 parts of solvent vapor per million parts of air by volume. The limit set for petroleum drycleaning solvents is 500 parts of solvent vapor per million parts of air by volume.

The higher the limit, the lower the toxicity. The difference of 300 parts per million between the two types of solvents is exceptionally important to the person actually doing the cleaning.

The original cost of petroleum solvents is low enough that there is no practical need for extracting the solvent vapors from the air in order to reduce the cost per pound of garments cleaned. It should be realized also that very little attention is required to maintain petroleum solvent cost at a minimum. This is definitely not true with other solvents.

New fabrics and finishes

In the last few years we have seen

tremendous advances in the textile field. The forecast for 1959 indicates that even more new synthetic fabrics and finishes are coming. The fact that not all of these recent and future developments are designed for all types of drycleaning solvents should help in making a decision as to which solvent should be used.

If a fabric is drycleanable, it can be cleaned in petroleum solvent. This is not always true of other solvents.

Misleading claims

One of the favorite methods used to promote sales of non-petroleum solvents and equipment is that of testimonial statements praising the greatly improved cleaning and lower labor cost after changing from petroleum solvent. It is most interesting, however, to check the type of equipment which was used and the lack of care given the solvent in the former petroleum plant.

Most cases will reveal that the old plant was outdated. The conventional washer and separate extractor had been in use many years. The time had come when something had to be done. The equipment manufacturer saw the opportunity and immediately expounded the advantages of an automatic washer-extractor unit, quite naturally cashing in on the wide promotion given non-petroleum solvents, in order to meet minimum resistance from the prospect.

The non-petroleum solvent was a decided departure for the experienced petroleum operator, but the claims seemed to justify the change. The new equipment was installed and with automatic controls the cleaner for the first time had some semblance of standardization in his cleaning procedure and, of course, the results were improved cleaning efficiency.

Now, if you consider what would have happened to this same plant had they traded that obsolete equipment for a modern automatic petroleum washer-extractor unit, we believe that you can visualize the same noticeable improvement in quality. The answer in such cases, therefore, is not the superiority of the solvent that allows claims of improved quality and lower costs, but rather the new modern equipment. Don't be misled—investigate.

Delivery and service

Delivery and service claims made by manufacturers of non-petroleum solvents are rather naive. The average petroleum solvent distributor has years of experience behind him in this matter of delivery and service. If the drycleaner is looking for either specialized delivery equipment or regular dependable service, the petroleum solvent distributor has had both for many years.

Know-how

We realize from past experience that good drycleaning requires more than just fine equipment and the best petroleum solvents. These, of course, are prime requirements; but good, efficient drycleaning also requires the know-how behind the sale.

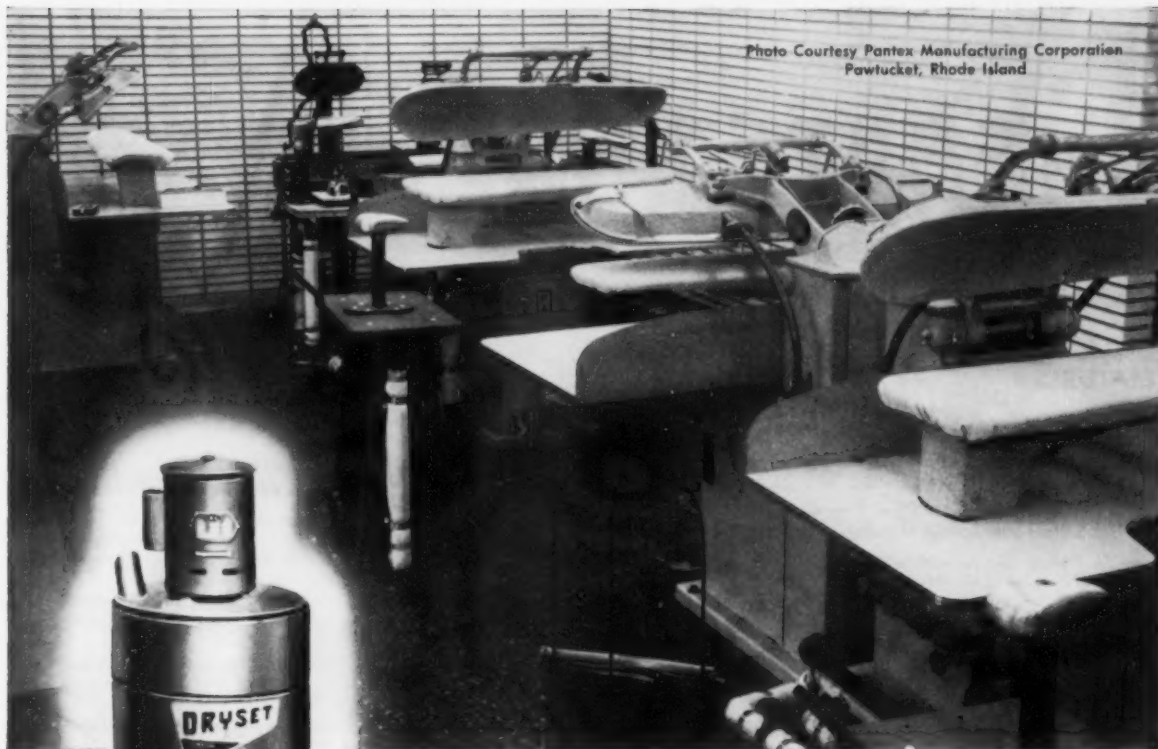
The additional benefit enjoyed by the users of Anderson-Prichard petroleum drycleaning solvents is a technical service which is not confined to the solvent itself but also involves actual processes as checked by the Test Bundle Service. This definitely is a benefit not completely matched by any other solvent producer.

The newest solvent in the industry is a deodorized petroleum solvent

The drycleaner looking for the industry's latest solvent improvement must look at Deodorized Apco 140, which combines the high flash safety of 140F type solvent with lower tumbler temperatures and unexcelled cycle speed and permits the 140 operator to compete on the same fast-service basis as any other. Stoddard operators who wish to modernize can switch easily to Deodorized Apco 125, which cuts tumbler time in half, reduces temperatures, eliminates shrinkage and the setting of stains and wrinkles, and guarantees no residual odor in finished garments.

For further information regarding petroleum solvents in general, or these exclusive deodorized petroleum solvents, contact your Apco distributor or write direct to Anderson-Prichard Oil Corporation, Liberty Bank Building, Oklahoma City, Oklahoma.

Photo Courtesy Pantex Manufacturing Corporation
Pawtucket, Rhode Island



Make Quick, Cool Profits with

LAMSON DRYSET

Quicker because Lamson Dryset Units provide from 15% to 55% more vacuum at equal capacities. This means instantaneous drying of the garment . . . any operator can do an hour's work in only 45 minutes. Think what that means in terms of daily production.

Cooler because press bucks stay cooler . . . padding lasts far longer. Lamson Dryset Units eliminate the discharge of steam into the press room . . . keeps humidity and temperature down. This provides a more comfortable, more productive atmosphere.

When you buy new presses, for remodeling or for your new plant, ask your jobber or dealer for Lamson Dryset Units. He'll be glad to install them along with his equipment because his own experience has shown him how they add to the efficiency of his presses.

Quality goes up along with profit and production. The instant drying provided by a Lamson Dryset means the garment is professionally finished all over. There's no rough or puckered areas left by retained moisture. And then, the compact design of a Lamson Dryset fits almost anywhere . . . takes up far less floor space.

Lamson Unit Type Drysets are available in capacities from 2 to 8 presses. Cast Iron Type Drysets are available with capacities up to 250 presses. Either type provides more profit from your new presses through higher quality . . . greatly increased production capacity . . . and cooler operation. Write us, or call your Lamson Dryset Dealer today—610 Lamson Street, Syracuse 1, New York.



LAMSON CORPORATION

PLANTS IN SYRACUSE AND SAN FRANCISCO • OFFICES IN ALL PRINCIPAL CITIES

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JUNE, 1959

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CLEANER & DYER

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance. Please include your city delivery zone number.

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Person-to-Person



Last month we announced the overseas winners in the recent Spotting Quiz. By a wonderful coincidence, while I was typing the names for the article one of the winners walked into the office. He is Anthony Schewitz of East London, South Africa.

He works for his dad in their plant, Atlas Cleaners, Dyers and Launderers, a very large firm with several hundred employees. Young Anthony is in the States for several months to attend the general and management courses at the National Institute of Drycleaning and to tour plants throughout the country.

Since his winning certificate had not yet been mailed, we had the pleasure of making a personal presentation to him. The photo above records the event.

Promotion Time

There is an old saying among nursery men that the best time to prune is when the shears are sharp. In other words—any time. That same thing applies to promotion of your drycleaning services. This month lends itself particularly to two excellent promotions.

One is National Flag Day, June 14. Even though we have welcomed two new states into the family, the old 48-star flags still can be displayed if they are in good shape. Offer to dryclean these free, on an individual basis or through local service clubs. The NID is behind this, just as we are. It's good public relations.

Speaking of relations, a lot of new ones come into being in this traditional month for wedding bells. Ads placed on the society and women's pages of your local paper can bring you a lot of formal wear business.—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½x11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

STREAKS-SWALES-RINGS

**eliminated completely
by the 2-Bath Method**

All charged systems build up with non-volatile impurities which include fatty acids, cholesterol, mineral oil and grease.

When left in the garments these non-volatile impurities result in streaks, swales and spotting rings.

The various types of activated carbon used by drycleaners serve well in controlling the color of the used charge, but are not capable of removing all of the non-volatile impurities which result in streaks, swales and spotting rings.

Distillation completely removes all of these objectionable impurities, but also removes all of the

active detergent in the charge. This places a prohibitive detergent cost on the frequent distillation of charged solvent.

This problem has been solved in over 5000 leading plants by distilling a separate rinse bath instead of the charged bath.

Garments cleaned in this 2-Bath Method are dried after having been rinsed free of excess non-volatile matter. There can be no streaks, swales or spotting rings. And by distilling the rinse solvent instead of the charged solvent, detergent costs are held to a minimum.



CHOLESTEROL-FATTY ACIDS-MINERAL OIL-GREASE

This photograph shows one of STREET'S chemists while conducting a routine analysis of charged solvent. Samples of charge taken from hundreds of plants of all types had this in common: all were contaminated with soluble impurities of the types named above. Regardless of the type or brand of detergent, and regardless of whether it was used in 1, 2 or 4%, the charged solvent built up with these non-volatile impurities which could not be removed in a practical, commercial operation without removing the active ingredient. Anyone observing the results of these tests would readily recognize the advantage in distilling a separate purified rinse, as practiced so successfully in the 2-Bath Method.

*For complete service on the 2-Bath Method with Conductivity Control,
enlist the aid of one of Street's 50 highly trained technicians.
Write to R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Illinois.*

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NEW PRODUCTS

AND LITERATURE

Cotton Carnival Time



The annual Cotton Carnival summer cotton promotion for use through September is again being offered by Signal Chemical Mfg. Co.

Window streamers, radio scripts, newspaper and direct-mail mats are designed to get cottons and summer washables out of the housewives' washtubs and into drycleaning plants. The Beauty-Tex Cotton Carnival gives cleaners a ready-made merchandising program designed to end summer slump. Emphasis is on Beauty-Tex Dry Sizing and Beauty-Tex Water Soluble Sizing.

For more information and a booklet outlining the various merchandising aids available with the purchase of the two new sizings, write Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

Darco Purification Manual

A new drycleaning manual has been published by Atlas Powder Company explaining in simple nontechnical language the cause of impurities in solvents and how they may be removed.

The 20-page, 8½-by-11-inch booklet is printed in two colors and has a How-To-Do-It chart which can be removed and

hung in the cleaning room. A removable Daily Dosage chart is also included.

The process of adsorption by activated carbon is explained and illustrated in the Premium Darco Manual. By following instructions in the booklet, even cleaners without special training can check the purity of their solvent using only a clean piece of white cloth, according to the company.

The book explains and illustrates both the preventive and corrective methods of solvent purification. It concludes with a list of the major causes of poor quality drycleaning and the most common filter troubles and what to do about them.

Copies of the manual, The Darco Method for Purifying Modern Drycleaning Baths, are available by writing Chemicals Div., Atlas Powder Company, Wilmington 99, Del.

Free Wash-and-Wear Program



For the second year a free advertising and publicity program is being made available to help drycleaners meet the challenge of the increasing amount of wash-and-wear garments, it was announced by Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

D. A. Freeman, president of the company, commented that an alarming number of people think wash-and-wear garments cannot be drycleaned and this misconception must be corrected for the public's sake as well as the industry's.

The new promotional material offered by the firm is designed to pull wash-and-wear garments out of home tubs and into drycleaning plants. The promotional material, including

colorful posters, stresses superior finishing. This, Mr. Freeman explains, will determine more than cleaning how successfully drycleaners can capitalize on wash-and-wear rather than being its victims.

International Harvester Trucks



A new line of International trucks in the 4,200 to 33,000-pound gross vehicle weight range has been introduced by International Harvester Company, according to an announcement by R. M. Buzard, vice-president in charge of the company's Motor Truck Division.

Designated the B line, the new light, medium and heavy-duty trucks are available in four-, six- and all-wheel drive chassis, with six-cylinder or V-8 engines and a choice of conventional and compact design models.

Mr. Buzard also noted that new frames to provide greater strength and stability are featured in certain light- and medium-duty models, and new styling combines modern appearance with functional truck design to minimize maintenance and repair costs.

For the multistop delivery field, International offers an expanded line of forward-control chassis with factory-installed Metro bodies ranging in capacity from 200 to 724 cubic feet. Factory-installed bodies in Metro, Metroette, Metro Van and Metro-Lite designs are featured in varying lengths.

For more information write International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

Drycleaning Automation Book

A 42-page book outlining the growth of the drycleaning industry has been published by Minneapolis-Honeywell Regulator Company.

Entitled "Drycleaning: Accident to Automation," the book

is designed to help the owners of the 30,000 drycleaning establishments in the United States understand the use and need for automatic controls in the industry. It includes: a brief history of drycleaning; a comparison of basic petroleum and synthetic solvent plants; a section on the importance of relative humidity and temperature in drycleaning; a description of modern automatic controls for many drycleaning operations, and a glossary of terms, equipment and processes used by the industry.

Copies of the book may be obtained free by writing to Minneapolis-Honeywell Merchandising Department, 2747 Fourth Ave. S., Minneapolis 8, Minn.

Hoffman Presses Re-engineered



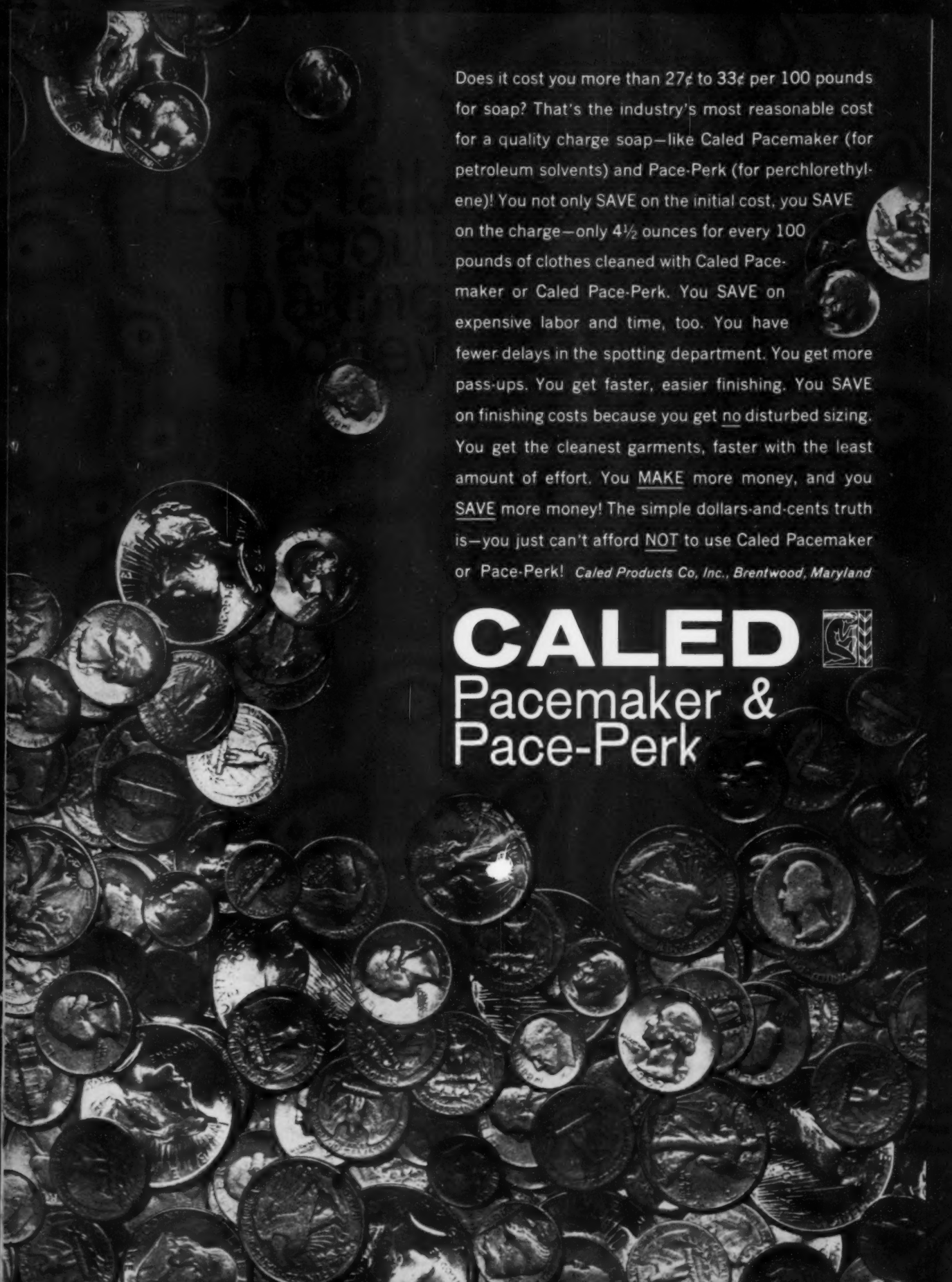
A new line of Hoffman garment presses has been introduced by W. H. Nicholson & Co., with air power replacing the conventional hydraulic cylinder in all the new models.

One air cylinder acts horizontally to bring the head down in the soft-press position and pressure cannot be applied while hands are on the buck. A second air cylinder locks the depressed head in position under pressure. The manufacturer points out that the head is cushioned by double-action shock absorbers and fits into place smoothly, releases quickly and quietly without jar or bounce. The lever system is incorporated.

Good maintenance and durability are said to be promoted by elimination of leakage and of the consequent rust and corrosion often associated with hydraulic power operation. The Nicholson N-125 steam trap is standard equipment on all models and all are equipped with

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



Does it cost you more than 27¢ to 33¢ per 100 pounds for soap? That's the industry's most reasonable cost for a quality charge soap—like Caled Pacemaker (for petroleum solvents) and Pace-Perk (for perchlorethylene)! You not only **SAVE** on the initial cost, you **SAVE** on the charge—only 4½ ounces for every 100 pounds of clothes cleaned with Caled Pacemaker or Caled Pace-Perk. You **SAVE** on expensive labor and time, too. You have fewer delays in the spotting department. You get more pass-ups. You get faster, easier finishing. You **SAVE** on finishing costs because you get no disturbed sizing. You get the cleanest garments, faster with the least amount of effort. You **MAKE** more money, and you **SAVE** more money! The simple dollars-and-cents truth is—you just can't afford NOT to use Caled Pacemaker or Pace-Perk! *Caled Products Co, Inc., Brentwood, Maryland*

CALED

Pacemaker & Pace-Perk



a new positive-action control valve.

The maker points out that warp-free construction is featured throughout, heads are unwelded, unit-cast of special aluminum alloy, and frame and bucks are of cast iron.

For further information write Air Presses, Hoffman Machinery Division, W. H. Nicholson & Co., 12 Oregon St., Wilkes-Barre, Pa.

Preen Brightening Agent



A brightening agent for dry-cleaned fabrics has been announced by Tower Chemicals, Inc. Called Preen, it is said not only to give fabrics a cleaner, brighter and fresher look but to restore brightness to faded fabrics.

Preen is also claimed to add cleaning effectiveness to all types of soaps and to eliminate the sizing bath on most fabrics, especially lightweight clothes. The maker adds that Preen will give clothes a soft luxuriant body and reduce lint and static electricity problems 90 to 100 percent. In addition, it is said to prevent the fading of pastel colors, particularly draperies which are exposed to sunlight.

Each 5-gallon drum is equipped with a handy 1-ounce dispenser as well as a pouring spout.

For more information write Tower Chemicals Inc., Route 8, Glenshaw, Pa.

Pastel Glamor Hangers

Glamor Hangers in pastel gold, blue, silver, red, green, and copper colors for premium

services and promotions have been introduced by The Keyes-Davis Company.

The maker notes that the highly decorative aspects of the hangers make them ideal for use as self-liquidators with furs, wedding gowns, evening dresses and other prestige services where the tasteful feminine touch is so valuable. Glamor Hangers have been used to announce new plant and store openings, to introduce new services, and as volume builders.

The hangers, made of anodized, large-diameter aluminum alloy rod, are said to reduce creases and offer long life under heavier loads. They take snap-on guards for use with trousers.

Glamor Hangers are sold in single or mixed color combinations by the dozen. They may be stamped with the cleaner's name or a message.

For more information write Keyes-Davis Company, P. O. Box 155, 74 14th St., Battle Creek, Mich.

Dry-Storage Units



Two dry-storage package units—models DS-100 and DS-50—have been introduced by Reliable Machine Works, Inc.

According to company officials, both units are completely self-contained and are installed with necessary duct work. They feature plug-in operation, automatic dehumidification, powered and filtered ventilation and thorough fumigation.

Model DS-100 is designed to service areas up to 10,000 cubic feet and is said to be the only self-contained package unit with preset, full-cycle, automatic push-button controls for dehumidifying, fumigating and ventilating as well as ultraviolet air purification.

Model DS-50 (illustrated) is equipped to service areas up to 5,000 cubic feet, the manufacturer states. Other features are similar to the DS-100.

The DS-100 is 60 inches high, 18 inches deep and 32 inches wide. The unit has a 110-volt, 60-cycle, single-phase electrical system and a hermetically sealed air-cooled compressor. It has two ½ hp. high-velocity blowers and automatic reset buttons for protection against motor overloads. The DS-50 is similar with measurements of 42 by 16 by 28 inches respectively.

For further information write Harold Friedman, Sales Manager, Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

New Accounting Machine



The newest machine in National Cash Register's line of accounting equipment has been introduced as the Class 31A, now available in 23 different models with and without a built-in electric typewriter.

Five important features cited by NCR in its latest addition are: electrically controlled mechanisms for determining and initiating the proper posting program for automatic machine operations; automatic totaling, subtotaling, repeat or date printing, etc., as the carriage moves either forward or in reverse; increased number of automatic selections for both forward and reverse carriage tabulations; ability to capture data automatically in either punched paper tape or punched card form as a direct by-product of the original posting operation; completely new styling, including a streamlined cabinet and stand.

For further information write Product Information, The National Cash Register Company, Main & K Sts., Dayton 9, Ohio.

Style Conversion Specialty

A service available to dry-cleaners for the convenience of fashion-conscious male customers is the conversion of double-breasted suits, overcoats and tuxedos to single-breasted in the modern, narrow-lapel style. Complete instructions are provided by Nu-Way Tailors to assure proper fit. Choice of fronts on overcoats and suits and choice of lapels and buttons are available.

Further details may be obtained from Nu-Way Tailors, 119-10 Merrick Blvd., Jamaica 34, N. Y.

New Warco Products



Warco Laboratories, Inc., has introduced Vinyl-Size, a water-soluble sizing especially compounded for the textile maintenance industry.

Vinyl-Size can be used, according to the maker, in spray or immersion-type applications and is said to impart a texture and hand to garments resulting in a more lustrous and beautiful fabric. It is said to be water-safe for all colors and fabrics and to produce sharper colors and appearance to desized garments.

Warco has also introduced a new bleaching agent, Activated Perborate, for wools, silks and protein-type materials. Activated Perborate is an oxidizing bleach, completing the line of Warco bleaches. An activating agent, Warco DWA-58, has been added and is said to offer more penetration and bleaching action with a high oxygen content.

For more information write Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.

New Railax Brochure

The 1959 brochure of The Railax Corp., offering information on the new line of Railax electrically operated conveyor systems, is now available, the company has announced.

The six-page booklet lists full specifications and sizes available in standard storage racks, floor-to-ceiling models, shirt-bin and combination models. The complete line of controls, including the Robot-Matic Dial Selector, is illustrated.

For a copy of the catalog write The Railax Corp., 634 Dean St., Brooklyn 38, N. Y.

Continued on page 90

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Cinderella Makes Bigger Profits and Expands Business by Switching from Petroleum to Synthetic—says Mr. E. Shoemaker...

and it can do the same for YOU!



These are facts. In terms of dry-cleaning equipment alone, this plant has invested some \$52,000 during the past few years. Over \$200,000 has been spent at Cinderella in the total new equipment program for the entire plant. Some examples are the evaporative air conditioning system installed in the finishing department and the same kind of comfort conditioning put into the shirt finishing section. Soon, marking, assembly and other departments will be air-conditioned.

In the drycleaning department's revitalization, the key factor to look at is the sharp switch from petroleum to synthetic solvent. And Cinderella is a true high volume operation, something every medium to large plant should remember when considering any investment in drycleaning machinery.

Cinderella's new equipment includes a 50 pound unit and one with a capacity of 120 pounds per load. Special processes along with the cleaning cycle have been equipped with temperature controls for heating and cooling. These features are regarded as absolutely essential by Cinderella's people. And, they have installed a vapor adsorber, getting from 24,000 to 25,000 pounds of cleaning per one drum of solvent. Remember, these are facts.



INCLUDING A 100 LB. VIC CENTURY, A 50 LB. VIC KOMET, THE DOUBLE UNIT VIC MILEAGE BOOSTER,* AND A COMPLETE PLANT OF VIC DRY CLEANING EQUIPMENT ACCESSORIES.

A CAREFUL ANALYSIS BY CINDERELLA'S MANAGEMENT PROVED THAT SYNTHETIC SOLVENT IS CHEAPER THAN PETROLEUM!

JUST LIKE HUNDREDS OF OTHER SYNTHETIC DRY CLEANING PLANTS THROUGHOUT THE COUNTRY—CINDERELLA IS CLEANING FOR LESS THAN 1/2¢ PER POUND.

Savings Will Pay-Off Newly Equipped Plant In Less Than 3½ Years!

Yes, here are a few facts about a great industry achievement. And, as you look at the reasons for the fabulous business growth of Cinderella, Inc., Richmond, Virginia—you can quickly see that this company's management has used a terrific amount of imagination and sound planning in order to reach their important position in the East Coast dry cleaning market. According to Cinderella's management, the switch from petroleum to synthetic solvent is a major reason for the company's success, because it *definitely* cut cleaning costs and added extra profits for new growth and expansion. Every month Cinderella is proving that you can clean for less with synthetic—not only in solvent costs, but also by saving on labor (hand spotting, wet cleaning, etc.) utilities, maintenance, and space (rent). In fact Cinderella is saving enough money every month to completely pay-off all of their new equipment in less than 3½ years! You don't need a glass slipper to enjoy all of the wonderful things that have happened to this Cinderella—all you have to do is make the profitable switch from petroleum to money-saving Vic synthetic equipment.

Partial interior of Cinderella Cleaners. Showing 50 lb. Vic Komet & Vic Recovery Unit.

*PROTECTED BY ONE OR MORE OF THE FOLLOWING PATENTS: Pat. No. 2,480,320; 2,772,747; 2,760,594. Canadian Pat. No. 470,085 and other Patents applied for in U.S. and Foreign Countries.



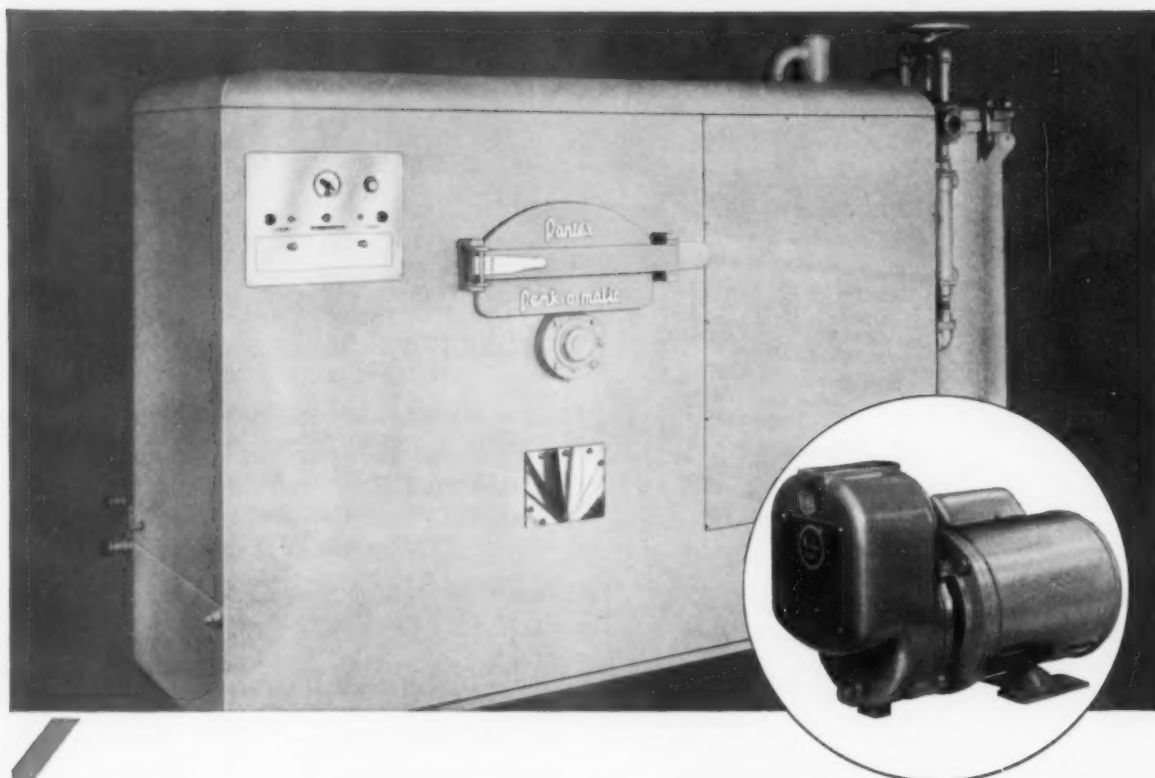
Write for free copy of interesting Cinderella case history report—this and other actual case histories available on request! Dept. NJ-124



If you care—you'll compare and buy
MANUFACTURING COMPANY
1313 Hawthorne Ave. • Minneapolis 3, Minn.

PANTEX INTRODUCES

35-POUND "PERK-O-MATIC"!



Marlow Pumps Standard Equipment on New "Perk" Synthetic Unit!

The Perk-o-matic "35", newest addition to the high-production line of Pantex drycleaning units, brings all the advantages of larger Pantex units to smaller cleaning systems. The "35" uses a unique spray and immersion cleaning principle that gets more soil out in less time plus an exclusive S-shaped cylinder partition that provides *positive, deep-drop* cleaning!

The new "Perk" can be installed *anywhere*... requires no lagging to floor or expensive, heavy, concrete foundations. Space-saving design needs only minimum floor space and assures bigger production per square foot of space. Like all other Pantex Perk-o-matic units, this new model relies on a Marlow self-priming pump to provide con-

tinuous flow of solvent through the filters.

For many years, Marlow Pumps have helped make good drycleaning equipment *better!* Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss—floors stay dry and clean. *And*—Marlows handle either petroleum and synthetic solvents with equal ease. Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation—these are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow Dealer or write for Bulletin DC-04 today.



DIVISION OF

BELL & GOSSETT COMPANY

Midland Park, New Jersey

Morton Grove, Illinois

• Longview, Texas

NATIONAL CLEANER & DYER

**a new idea
in a lipstick, oil, paint
and grease remover**

ONLY

IS

FATTY

ACID

FREE

FLIK

2

MINUTE TEST

**THAT WILL SAVE
YOU HUNDREDS OF
DOLLARS IN CLAIMS**

FLIK

**IS SAFE
IS ECONOMICAL**

ORDER NOW!

1

Prepare a light smear of any permanent lipstick on a white cotton handkerchief. (Hazel Bishop, Revlon, Toni's etc. lipsticks).

2

With bone or brush work the stain with your present paint and grease remover. Notice that while the grease spreads the red dye remains and becomes SET. No dryside chemical can now move this dye stain.

3

Prepare another lipstick smear with brush or bone. Work with our FLIK. Purchase from jobber or we will be happy to send sample. See how quickly both grease and dye are completely removed. (The same test can be repeated after tumbling the lipstick smear).

Similar comparisons can be made on paint and grease.

Only FLIK can remove paint, grease and permanent lipstick.

ONLY FLIK can be used in the wheel on lipstick, crayon and ball point ink loads WITHOUT contaminating the solvent.

THE STAMFORD CHEMICAL COMPANY

STAMFORD, CONNECTICUT MANUFACTURERS OF VIVITEX 100 PLUS • TRIK • PROTEEN • VIVIDOL LT

BUSINESS BUILDERS

Glass-Fronted Call Office Draws Attention



An all-glass plant frontage, 60 feet long, permits a view of the call office of Biel's Cleaners, Fullerton, California, and the two garment conveyor racks which have a capacity of 500 garments. Above the call office front is a 4-foot-wide aluminum awning. A

flower box 1½ feet wide, faced with Perma-stone, extends along the front for a distance of 50 feet. Tropical plants predominate since they are green the year 'round, although a few flowers are included for color from time to time.

Window Display Spells "Professionalism"



Irv Hackerman, proprietor of D. Hackerman Cleaners in Pikesville, Maryland, is currently exhibiting at his store a tastefully executed window display that has a solid, institutional approach. With the theme "Your Clothes Best Friend is Hackerman's" (a switch on the standard NID slogan), the firm's cleaning and repairing services are played up.

The balance of the display emphasizes Hackerman's membership in the National Institute of Drycleaning and

signs offer the NID booklet "Never Lovelier." Also shown is a rather complete line of spotting chemicals to impart the professional aspect to the firm's promotion.

Cleans for (Cotton) Royalty

Last month, for the twenty-ninth consecutive year, Kraus Cleaners of Memphis, Tenn., played the role of valet to the "rulers" of that fair city.

This year's royal pair, shown below, were actually George W. Humphreys (left) and Axson Brown, King and Queen of the 1959 Cotton Carnival, an event celebrated annually in Memphis.



Beginning a few days before the Carnival's opening on May 12 and extending past the closing date of May 16, Kraus Cleaners—as usual—assigned a sales supervisor to handle cleaning of the entire cotton wardrobe of the reigning couple. Because of the numerous appearances made by "Their Majesties" during Carnival week, both indoors and out, their elaborate cotton costumes needed constant care from Kraus. During the course of these annual events, the cleaning bill for the King and Queen has run as high as \$200.

Discount Club

Here is how one cleaner offers reduced prices without losing control of the situation. Bell Paris Cleaners and Dyers of Portland, Oregon, has formed an exclusive club of preferred customers and prospects.

Members in good standing are entitled to special rates on a standard cleaning and finishing job of six different "bread and butter" items. What makes them members is the payment of an annual \$2 fee for which they receive a membership card to the club. A brochure explains the service and lists prices.

These cards are sold by the route salesmen and counter girls. The plan receives little publicity, thus protecting the plant as a quality operation to the general public. The regular work is a de luxe service at premium prices.

According to the plant, this provides a means of stimulating business without gaining the dubious reputation of being price cutters. Furthermore, as volume in the "standard" service increases, the special promotion can be soft-pedaled until the need for it is felt necessary. Both route and counter sales personnel constantly try to sell these members "up" on the better service, especially for their nicer garments.

Free Offer Brings 340 Flags

Many drycleaners around the nation offer to clean flags free of charge for the Memorial Day, Flag Day and July 4 holidays for patriotic reasons, but the twin motives of increased goodwill and publicity lurk close behind.

One cleaner who hit the jackpot last year in every respect was James Chaikin of Acme Cleaners in Wilmington, Delaware. He advertised the offer and got an unexpected response—340 flags in one batch from the Delaware State Chamber of Commerce. Although the Chamber offered to pay at least half the cost of cleaning, Mr. Chaikin insisted on standing behind his advertised offer.

The job tied up Acme's facilities for nearly a day but the payoff came when this story received front-page coverage in the local *Journal-Every Evening*. The two-column three-inch story was well worth all the trouble Acme went to in cleaning the flags.

Want More Business?



Gore's "Comet" Cleaners, an activated drive-in branch of Gore's main plant in Beaumont, Texas, was in the market for as much business as possible after opening last summer.

One of the ways management went after added volume was the use of button tags requesting customers to recommend the firm to their friends. What's different about this particular pitch is its personalized nature. The informal message is signed by "Emma" and "Barbara," the two counter girls at the branch.

Doll Promotion

A recent drycleaning promotion featured premiums in the form of beautiful little dolls that cost \$1.10 each. One doll was given for each \$25



in drycleaning. These dolls, each in a clear plastic container, made an eye-catching display on top of the partition behind the counter.

Plantowner Max Biel of Biel's Cleaners, Fullerton, California, pronounced the promotion a great success.

Master-Matic

the world's FIRST
fully automatic "PERC" RECLAIMER



Lets you clean filters in your . . .

"SUNDAY BEST"

Makes filter cleaning the cleanest operation in your plant. MASTER-MATIC, with its exclusive "push button" automation, eliminates all of the work and mess from this tedious task. Now, your counter girl can clean your filter system perfectly . . . in minutes . . . without soiling her hands or clothes.

GONE FOREVER!

Muck Handling Backbreaking Labor
Offensive Odor Costly "Down" Time

Regardless of your present filter system type, MASTER-MATIC will reclaim nearly 100% of the "perc" from the filter and still residue. Bags, tubes or screens are thoroughly backwashed for "like new" cleaning and longer filter life.

- ★ Transfers Muck from Filter
- ★ Reclaims All "Perc" from Filter
- ★ Cleans Tubes, Screens and Bags from every type of filter
- ★ Reclaims "Perc" from Still Residue

MAIL COUPON TODAY
for complete information



127 Main Street, Sioux City 2, Iowa

MASTER MANUFACTURING CORPORATION
127 Main Street, Sioux City 2, Iowa

Please send me complete details and descriptive literature on the MASTER-MATIC "perc" reclaimer.

Name: _____

Address: _____

City: _____ State: _____

Company: _____

FORD SWEEPS ECONOMY

Beats all other '59 pickups
...**25.2%** more
miles per gallon!



All tests
conducted and results
CERTIFIED
by America's foremost
independent automotive
research organization*

*NAME AVAILABLE ON REQUEST.

Send inquiry to: P. O. Box 3667
Ford Division, Ford Motor Company
Detroit 31, Michigan

Now! During **DIVIDEND DAYS** at your Ford Dealer's...
Go FORD-WARD for Savings

SHOWDOWN U.S.A.



Certified tests proved it—one day's driving in every five gas free!

25.2 per cent! That's the economy edge Ford scored over the average of all other six-cylinder, ½-ton pickups! The nation's leading independent automotive research firm *certified* it in the greatest truck-economy test ever made!

In *every* test—low speeds, high speeds, city traffic—Fords delivered greater miles per gallon than any other leading make! An over-all advantage of 25.2% better than the average! And this figure translates into *big* savings! It means five days' driving on four days' gas . . . 25 gas-free miles for every 100 miles driven! And in an average year's driving of 10,000 miles—2,500 extra miles!

The certified record is at your Ford Dealer's. Stop by and learn how much a '59 Ford can save for *you*!

FIRST at a constant 30 m.p.h.! All leading makes got relatively good mileage at this moderate speed—but Ford led all the others by an average of 20.2% better gas mileage!

FIRST at a constant 45 m.p.h.! Ford still held the lead at normal highway speed! Once again, Ford topped all competitive makes by an average of 20% better gas mileage!

FIRST at a constant 60 m.p.h.! At higher speeds, gas mileages tumbled about 40% for all makes, but here again, Ford led all the rest . . . with 22.1% better mileage! Moral: If you *must* stomp on the gas, it will cost less in a Ford!

FIRST in stop-g. driving! Here's where all makes scored their lowest—start and stop, over and over again—the kind of driving a milkman does. And Ford averaged 24% more miles to the gallon!

FIRST in city driving! This test was perhaps the most significant of all because it most closely matched actual on-the-job driving conditions—a balanced mixture of moderate, steady speeds and stop-and-go. And here Ford led by an amazing 42%!

FIRST over-all . . . winning *all* tests . . . against *all* trucks . . . with a combined average advantage of 25.2%!

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

SIZE-RITE

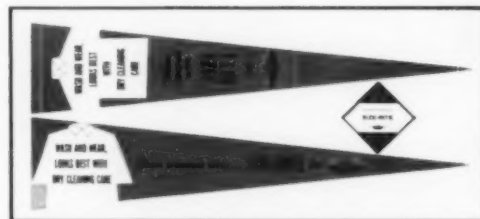


Size-Rite is a non-yellowing thermoplastic type resin. Adds just the right texture and finish and over-all stiffness and body to fabrics. Size-Rite may be used with regular or synthetic solvents. A superior sizing agent, it is easy to apply and reasonable in price. By the gallon, case of 6 gallons or 55 gallon drum. Order by the case. Save money and time.

VINYL SIZE



Vinyl Size is water soluble. It is specifically compounded for use in spraying as well as in immersion bath sizing applications. Water safe to all colors and fabrics, Vinyl Size imparts a luster and beauty to the garment, sharpening the colors and brightening the over-all appearance. By the gallon or half-gallon. Order by the case. Save money and time.



Promotional Material — packed with Size-Rite cases.

SEND FOR OUR
FULL LINE BROCHURE



Varco LABORATORIES

13609 S. Normandie Avenue,
Gardena, California

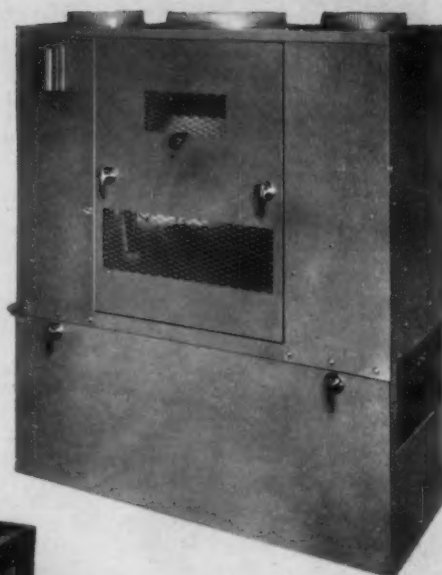


ORDER FROM
YOUR JOBBER TODAY

*Here's the Answer to
your Summer Slump!*

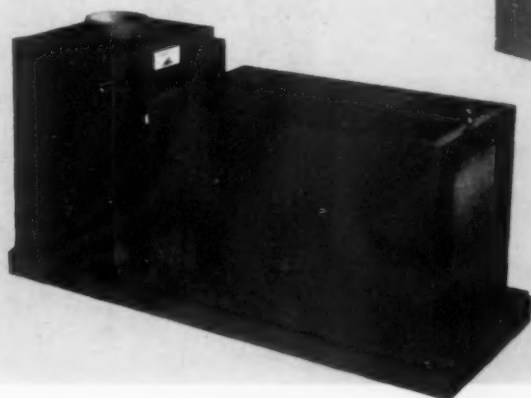
HAERTEL STORAGE EQUIPMENT

Dry Storage • Cold Storage



SU-50

Capacity to 10,000 cu. ft.



SU-25

The Haertel STORAGEMASTER is the only patented self-contained package unit. Completely automatic in operation . . . the STORAGEMASTER dehumidifies, fumigates and ventilates. This is the answer to setting up a storage vault economically. Don't let the

Summer dry cleaning slump beat you, start your own storage vault this year and realize the profits waiting for you now.

When you choose the Haertel line of Storage Equipment, you're assured of Quality . . . Dependability . . . Low Cost Operation.

30 Years Experience in the Manufacture of Garment Storage Equipment

Send for our FREE Polarized Care Vault Planning Kit



WALTER HAERTEL COMPANY

2840 Fourth Ave. South
Minneapolis 8, Minnesota

**WALTER HAERTEL CO. 2840 4th Ave. So.
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- ☐ Please send me the storage vault Planning Kit.
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Firm Name _____

Address _____

City _____ State _____

Signature _____

For immediate information and prices, call Taylor 3-6214 collect

GADGETS and GIMMICKS

Box Storage Rack



Here is a novel arrangement that speeds up service on box storage orders. Cinderella Cleaners of Richmond, Virginia, converted an ordinary pants rack by taking off the center rods and increasing the height of the rack by some 18 inches. This was done by using two pipe nipples, which were joined together by another length of pipe across the top.

As customers call for their orders, the box is placed on the bottom of the rack and wheeled into position behind the finisher. When each piece is finished, it is placed on the cross-bar. After the garments in the box are completely processed, the presser pins the invoice on the garment at the far right as she faces the rack.

It practically eliminates any assembly. All that the operator has to do is check to make certain the order is complete and intact. The plant has used this idea for the past couple of years with great success.

Spotting and Finishing Aids

A water-soluble sizing, used right in the cleaning wheel, has worked well for Puritan Cleaners of Stamford, Conn. This report comes from Bernie and George Goldberg, brother-owners of this plant.

After the normal cleaning cycle, the dress loads are run for 5 minutes off the filter. The sizing, which is stored in a small tank, is injected into the load under air pressure. The tank has a feed line connected to the bottom of the washer by means of copper tubing. About 12 ounces of sizing are added to a 50-pound load, within the first minute of the batch run. The

cost is about 1 cent per pound of garments processed.

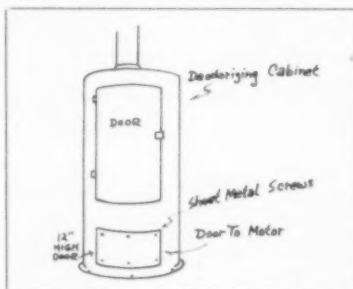
The owners claim the sizing is picked up in varying amounts, depending upon the needs of the various fabrics. Wools, for example, do not absorb any, so they state.

Their spotting has been helped by the use of an oily-type paint, grease, oil and lipstick remover. They especially like what it does on so-called permanent lipstick. They say their previous product used to remove the oil and grease from the lipstick, but not the dye. This required wetcleaning, and generally bleaching. The product they now use takes out the dye on the dry side, eliminating two operations.

Recently they ran into a lipstick load from the tumbler. The dresses were put back into the petroleum washer and a half gallon of the product was added to the solvent.

After a 20-minute batch run, practically every garment in the 50-pound load was satisfactory. Only a few pieces required extra spotting. It wasn't necessary to drop the solvent in the washer to the dump tank after this treatment. The additive didn't create any filter pressure, they state.

Access to Cabinet Motor

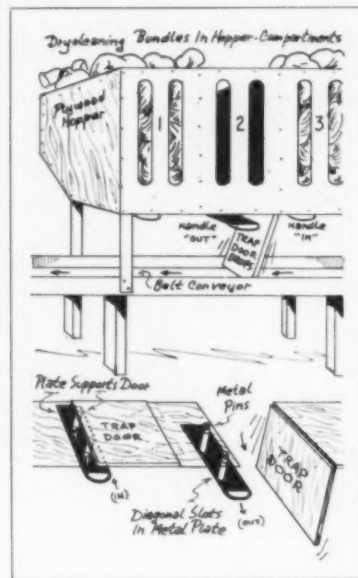


Faster servicing of a deodorizing cabinet was the need of one drycleaner. He got tired of having to take apart the piping and lay the cylinder-shaped cabinet on the floor every time something went wrong with the motor. He simply cut a foot-high opening across the front, below the door, and covered it with a slightly larger piece of metal. Sheet-metal screws hold the door in place, and are easily removed as needed for making adjustments or repairs.

A new cabinet, soon to be installed, will have an extra fancy door of the same type. The plantowner plans to

cut a section off the door on the old cabinet and use it for that purpose after he cuts an opening in the front of the new cabinet.

Hopper to Conveyor



Here is how one cleaner pretty well insures the first-in, first-out schedule for incoming drycleaning orders. A big plywood hopper is positioned over an endless belt conveyor leading to the markers' station. Bins in this partitioned hopper are numbered and both loading and emptying are done in numerical sequence . . . and the routemen are kept happy. A pair of 3-inch-wide vertical slots in the front of each compartment allow good ventilation and also show at a glance the amount of bundles in each bin.

Each bin is equipped with an individual trapdoor hinged on the underside of the hopper. The front end of each door rests on a metal plate which, when pulled forward, allows the door to drop down and dump the bundles on the conveyor belt.

The holding plates are quite simple in design. Two parallel slots are cut in each plate at an angle of about 45 degrees, each with a big-headed bolt to guide it. The slots permit a tug on the handle-end to move the plate sideways and forward at the same time. This pull slides the plate out from under the trapdoor so the bundles can drop onto the conveyor.

*PERSEC



To protect your equipment and assure excellent cleaning performance, a dual component stabilization system has been built into crystal-clear PerSec fluid. Proved through extensive performance tests, you can be sure that even the finest, most delicate fabrics will be safe with PerSec . . . PerSec safe. The exceptional purity of PerSec is preserved in special-lined drums direct from Frontier to you. The handsome blue-plaid drum with top and side bungs and exclusive calibrated dipstick scale adds to your convenience . . . reasons why PerSec is fast becoming recognized as the perchlorethylene that's custom made for dry cleaning.

EXCLUSIVE "DIPSTICK" DRUM SHOWS YOU EXACTLY HOW MUCH PERSEC YOU HAVE LEFT

A convenience feature exclusive to Frontier PerSec is the calibrated "Dipstick" drum. Its two scales give you a quick and accurate dipstick reading, showing exactly how many gallons of PerSec you have left in the drum — no matter whether it is stored upright or on its side.

FRONTIER CHEMICAL COMPANY

division VULCAN MATERIALS COMPANY Wichita 1, Kansas

SIGNS of the TIMES

Flag Day Offer: To encourage Americans to fly flags on Flag Day, June 14, many of the nation's 34,000 drycleaners will again dryclean American flags without charge between June 1 and 12. The drycleaners only ask that their customers fly the drycleaned flag on Flag Day and other appropriate occasions.

A National Institute of Drycleaning newsletter points out that the offer is part of an annual program sponsored jointly by the Institute and the American Legion. Participating drycleaners will display a red, white and blue poster telling of the offer. This is the sixth year the industry has participated in the movement.

#

To Honor Route Salesmen: Approximately 120 laundry and cleaning industry route salesmen representing 13 Long Island, N. Y., plants will compete for the coveted industry "Distinguished Salesman" award, the symbol of outstanding salesmanship. The award will be given by the Long Island Industry Award Committee, a trade group made up of the major laundry and cleaning plants on Long Island.

Gold "Oscar" statuettes are to be given to the outstanding salesman in each plant at the annual presentation ceremony to be held early in the spring of 1960. The winners and their wives will be guests at the D. S. A. banquet, and the men will receive their recognition awards before an expected audience of 300 representatives of the industry.

Runners-up will be honored with certificates of merit at the ceremony, which will be followed by entertainment and dancing.

#

New York Lien Bill Vetoed: For the third time in New York State a bill to amend the existing lien law to provide special lien and enforcement procedure for drycleaners, dyers and launderers has been disapproved. The New York State Launderers & Cleaners Association, Inc., announced the veto of the bill by Governor Nelson A. Rockefeller in a recent issue of *The Empire Statesman*.

In turning down the bill Governor Rockefeller noted, "If there is a need for a simplified, inexpensive method

for the enforcement of claims for reasonable charges, general amendments may appropriately be made to Article 9 of the Lien Law to provide such a procedure."

#

Detergent Research: A possible new identification of the cause of "tattletale gray" has been suggested by electron microscope research as described recently at the 135th national meeting of the American Chemical Society in Boston.

William C. Powe, associate research chemist with the Whirlpool Corporation, noted that although the gradual development of a dingy appearance in white garments has in the past been attributed to soot (mostly carbon in composition) new microscopic study leads researchers now to think it is clay.

After explaining the composition of both soot and clay, and the differences in their appearance as microscopic particles, Mr. Powe told the Society that development of new and better detergents may now be necessary as most detergents have previously been measured for their ability to remove carbon black.

#

Measuring Management: Small Marketers Aids Bulletin No. 39 has been released by the Small Business Administration, Washington 25, D. C. Written to assist in the selection of management personnel, the bulletin deals separately with the many characteristics which should be sought in a successful small retail store manager. Copies of the bulletin are available free from field offices and Washington headquarters of the Small Business Administration.

#

Book of Safety Talks: Another in the series of "Five-Minute Safety Talks for Foremen" has been published by the National Safety Council.

Written by a foreman, Book 9 contains 52 talks, one for each week of the year. Subjects range from "Mind Your Own Business" and "Never Too Wise or Too Old to Learn" to "The Wild Machine." According to the Council the book is a proven training method that holds listener interest and sells safety.

Further information on Book 9 and quantity prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#

Movie Treat for Club: The Nassau Beach Cleaners of Far Rockaway, N. Y., planned a treat for some 1,000 members of the Golden Age Movie Club for persons over the age of 60. The cleaning firm arranged for them to attend, admission free, a showing of "The Old Man and the Sea" at a Far Rockaway theater. The club ordinarily entitles the 60-plus age group to reduced admission at many theaters.

#

Public Service: Quantities of white cloth, collected in Branford, Conn., for use as cancer dressings, were sterilized by the local Lion Cleaners and Martinizing Cleaners. The cloth was collected at the town's firehouses recently in the drive sponsored by the American Cancer Society.

Members of the Greater Akron (Ohio) Dry Cleaners Institute placed cards in cleaned garments reminding owners to donate a pint of blood to the Red Cross. It was expected that some 50,000 garments would carry the cards during the campaign.

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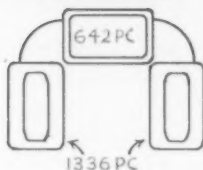
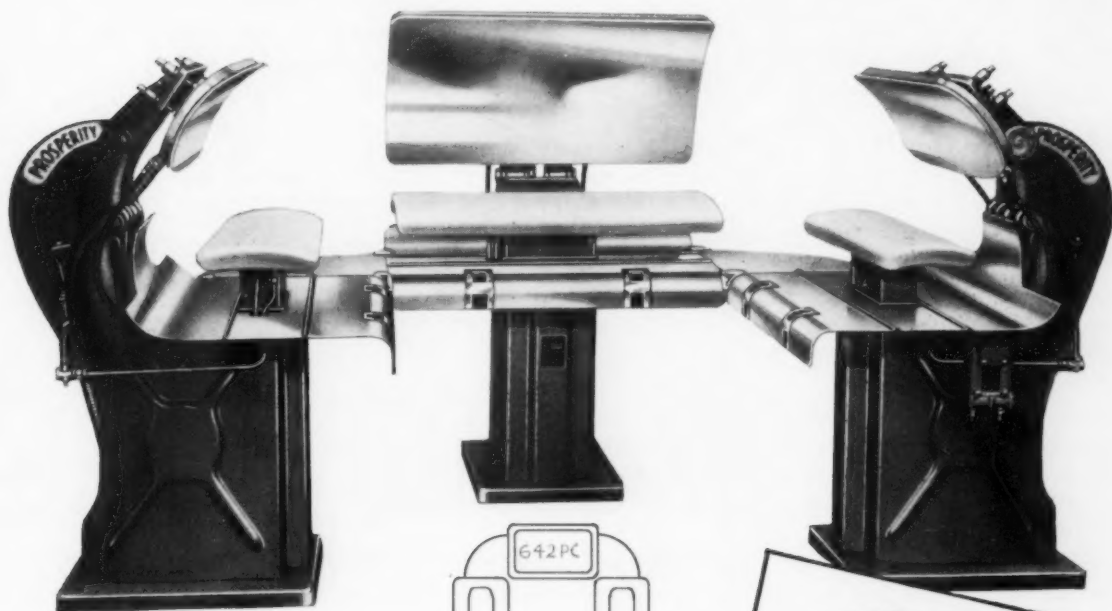
Consumer Education: Approximately 150 women attended the Short Course for Homemakers at the Fremont, Ohio, American Legion Home recently. The featured speaker was Charles Truxal of the Ohio Dry Cleaners' Association. He addressed the group on today's fabrics, using examples of garments damaged during drycleaning to illustrate his talk. The meeting was sponsored by the Home Council and County Farm Bureau Federation.

The Business and Professional Women's Club of Norwich, N. Y., recently held a dinner meeting with Herbert Morrell as guest speaker. Mr. Morrell is the new proprietor of Norwich Dry Cleaning. He spoke on various fabrics and showed films to illustrate his points.

A group of students from Barrie (Ontario) Central Collegiate recently toured the plant of Nu-Service Cleaners in Barrie.

NATIONAL CLEANER & DYER

Summer Time Is Wash Pants Profit Time!



The New
PROSPERITY
Wash Pants Unit *with* →



- * **COMPACT** — less floor space, less operating fatigue.
Faster drying
- * **MORE** — and better quality — production per hour
- * **MAXIMUM PRESSURE** — exclusive Power Circle Pressure delivers tremendous energy to pressing surface for finer finishing
- * **COMPLETE** machine finishing — no hand touch-up required; only four lays required for topping, four for legging



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space-saving, time saving,
profit-producing
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The **PROSPERITY** [®] *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

EDITORIALS

It's Up to You

Never before have drycleaners had such an opportunity to cash in on wash-and-wear. In the first place, there's more of it around than ever before. The potential is greater.

More important, the consumer has come to look upon extravagant claims of clothing manufacturers with a jaundiced eye. A recent survey on "washable" men's summer suits revealed that "neatness retention" was more of a purchasing influence than washability.

Leading fashion editors are telling their readers of some of the problems that such garments present. They are pointing up the confusion between hand-washables, drip-dries, the machine washables that must be drip-dried and those automatic wash-and-wears.

They are pointing out that spots must be worked out beforehand, that merely hanging these garments to dry takes a special technique. Even the clothing manufacturers are seeing the light and inserting labels stating that such garments are drycleanable.

A recent clinic held in Chicago and attended by some 600 drycleaners told them of the impact a drycleaning commercial on television had. E. I. du Pont de Nemours reported that a three-minute commercial on its December Show of the Month was recalled by 73 percent of people surveyed following the show. This, as opposed to the average recall of only 52 percent who saw other commercials on this same show.

That same commercial was repeated on the May 25th program. That firm and many other suppliers in our field offer you window streamers, display cards and other point-of-sale aids to help build your volume, through aggressive, positive advertising. This seeming threat to your business can be turned to an advantage. It's up to you.

Various safety organizations send us literature from time to time to remind us all of the danger and costs of accidents. A recent report concerning traffic fatalities and injuries was shocking.

In 1958 we Americans managed to barrel our way to 2,800,000 injured and dead. Of this total there were 36,700 deaths. Since the automobile first appeared on the American scene there has been the staggering total of more than 60,000,000 in the ranks of dead and injured.

From all appearances 1959 will follow the same pattern. Statis-

tics, slogans and pledges do not seem to change us. Something more is needed if we are to reverse the trend.

Next time you have the temptation to bear down a little harder; to beat the darkness home; to test your reflexes when they are dulled by sleep or alcohol; to jaywalk on crowded streets; to forget caution when weather and road conditions are bad—remind yourself that you are asking for membership as a statistic.

This ghostly club is looking for recruits. Will you be one?

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VOLUME 50, NO. 6.

Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y.

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New York Executive, Editorial and Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 3, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone: EX-brook 2-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.

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3-COLOR
POSTER
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OR CUSHNTOP
YOU BUY
NOW...

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YOUR JOBBER**



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COOL

with

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ComfortTop
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Cuts Radiated
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SLIPS ONTO PRESSHEAD
IN JUST ONE MINUTE



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SPECIALLY PRICED
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CO56, CO6, CO7,
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PROSPERITY 443,
NEW YORKER 42-O,
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EXCELSIOR 300A, 300M.

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PROSPERITY 845.

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PRODUCTION**

BISHOP DAVID FREEMAN CO.

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Can the Large Central Plant Survive?

Prosperity says YES . . . even in the face of the small-plant trend . . . and tells how it combatted decentralization

By ART SCHUELKE

Astoria, Long Island, New York, has undergone the same trends as any other metropolitan market. In the early days there were press shops whose work was done by large wholesale plants. This type of business predominated.

Then came the large chain drycleaner (such as Prosperity Service Stores). This type of plant does a large volume of work in a main factory for many outlets.

Since the war the big switch has been

to the "package plant." In many cases the on-the-premises cleaner is taking over the prominent position of the chain operator.

That is the situation Prosperity found itself facing. The accompanying article tells what sound management did, successfully, to buck the trend. What they did is of interest to every progressive cleaner, regardless of size. The principles behind what they accomplished are the same for the large plant and the small plant alike.



JUST ABOUT four years ago, the management of Prosperity Service Stores, Inc., Astoria, New York, was at the crossroads. Competition from package plants and decentralized operations was definitely cutting its profits.

The plant was aware of the problem some years before that. Before the Big Decision it opened two package plants of its own. And while they are both doing well, they aren't the whole answer for this particular plant, for many reasons.

First, capital investment and operating expenses are way out of line in comparison with the main plant. Production is below the main plant norm which has people specializing in finishing certain garments. The package plant personnel has to be more versatile, and can't build up the pace that repetitive movements accomplish.

The package plants involve absentee management. Supply costs, house-keeping and even quality are more difficult to keep in line.

Speaking of quality, it is exceptionally good here in spite of the fact that it sells services at "popular prices" of 75 cents for suits and dresses and 45 cents for half pieces. Cleaning and finishing are good and free repairs are taken care of, too. Seam rips, missing buttons and broken cuff-tacking are all repaired as a regular part of the job.

Management here further felt that the package plant involved greater risks than branch stores. Stores that are not doing well can be closed and moved to a better location with a minimum investment.

Still, something had to be done about the main plant because of the inroads of competition. If they were to hold the line on prices and still deliver a quality job, with fast service, changes had to be made. More efficient production methods and management techniques were in order.

Extent of operation

How to bring this about was no overnight decision. Prosperity Service Stores has an annual payroll of over \$1,000,000. The firm employs from 425 to 450 people, depending upon the season. Of these some 225 to 250 are production employees; the remainder sales personnel.

The firm operates 92 stores plus the two package plants. The entire operation is located on Long Island. The

firm caters to that part of a mass market of 3,000,000 people that wants to buy popular-priced cleaning. With an operation this huge, any decision to change equipment or layout or to institute new methods obviously involves large amounts of money.

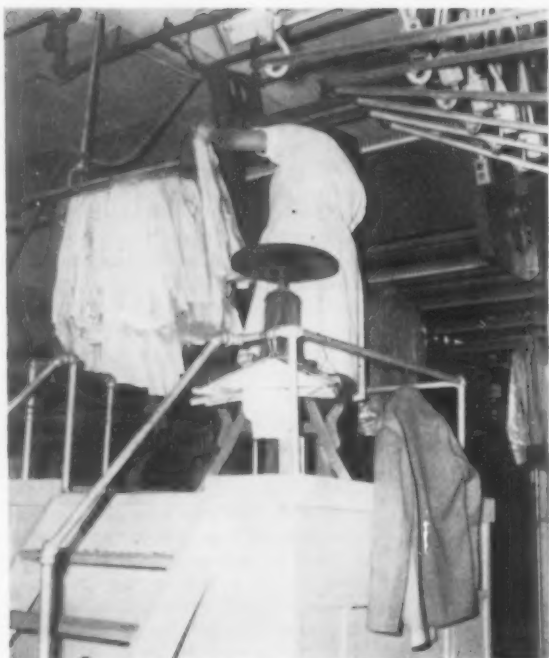
After careful consideration, the management decided upon a two-pronged course of action: first, to modernize the plant, and second, to get outside consultation to review management efficiency and methods.

The plan for modernization was spread over a four-year period, just recently completed. Total costs for improvements came to \$400,000, with some \$100,000 of this for the cleaning room alone!

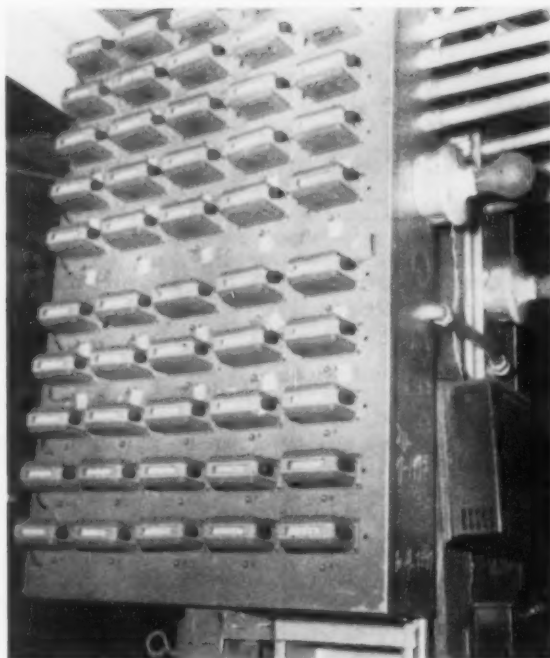
We will go through a step-by-step procedure to show how the physical changes and their results came about, as well as how management thinking was changed during the program. While the vast expenditures and tremendous changes are much larger than would ever be used by the average plant, still the principles that



Firm first tried package plants, but found this wasn't the whole answer to its problems. Instead, it modernized the large central plant, installed new systems . . . and the investment is paying off



Segregating rails, where work is conveyed automatically to separate storage rails for each branch store



A plane wire is tripped to record exact number of pieces going to each store via segregating device



Another view shows how garments are segregated, then stored

lie behind the program can be applied by any drycleaner.

In order to compete with the package plants—from a service angle—the plant had to offer one-day service. And one of the costly bottlenecks existed in the shipping department. A conveyor was installed to carry the work to the shipping department as it came off each press line.

At this point two automatic segregators were installed. Each is oper-

ated by one girl, who segregates the work up to as many as 50 separate rails. It is fed to them by another girl who divides it up by store numbers that are under the control of the two girls.

As the work is fed onto the rails, it is conveyed to the proper store rail, where it drops off. The store rails are

Counter girls are trained on a time schedule at Prosperity. Turn to pages 30-31 to see the chart they employ.

positioned perpendicular to the feed conveyor rails. As a result of this procedure and setup, the three girls do the work formerly handled by eight or nine. And they do it faster and more accurately.

As part and parcel of this change, the finishing department was completely revamped. All work is now handled at individual stations with through-the-unit production, except

Continued on page 32



newsletter *****

**He tailors a
profit plan to
your business**



Helping you boost your volume is the job of the Sanitone Sales Engineer. For every Sanitone Licensee, he maps out an individual "profit-maker" program. Tailored to the local situation, it covers everything from an analysis of your market to selling suggestions for your sales people.

In his complete marketing recommendation for your plant, the Sanitone Sales Engineer helps you plan your complete advertising schedule. This includes tying-in your local advertising with Sanitone's national consumer campaigns . . . through free mats furnished by Sanitone, not forgetting radio, television, and direct mail, when they will help you get the most out of Sanitone's merchandising opportunities.

He's available, also, to conduct sales meetings, to help plan market analyses for better route and store operations.

Advising you on plant problems is another service of the Sanitone Sales Engineer. He gives you expert, practical help on quality controls for finished work, cleaning room operations and equipment, finishing, planned expansions and other improvements.

Only the Sanitone Program offers you such a complete service, all at no extra cost.

Write today. Learn about Sanitone 30-90*, the superior new cleaning process. Find out how Sanitone can increase your volume . . . and profits.

Sanitone is looking to your future. Are you?



*Patents Pending

Sanitone Dry Cleaning Service

A DIVISION OF EMERY INDUSTRIES, INC. • CAREW TOWER, CINCINNATI 2, OHIO

First Week — Training Guide

Name
 Date Started..... Store..... Trans. to Store..... Trans. to Store.....
 1st Week Completed on

Date and Initial of Instructor	Date and Initial of Examiner	Date and Initial of Instructor	Date and Initial of Examiner
--	--	--	--

General

Foreword of Manual
 Manual as Guide
 (Use of Index)
 Importance of Bulletins 5.....
 Use of Price Book
 Description of Services
 Abbreviations 1-2.....
 The Pintagging System 4.....
 Bag Classifications 3.....

Pintagging Dry Cleaning Reg. Service

Purpose and Importance 4.....
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 Examination Before
 Tagging 10.....
 Marking Garments 12.....
 Tagging Garments 12.....
 Importance of Day Tag & Use
 Tagging Household 21-21a.....
 Tagging Tailoring 16.....
 Tagging of Ties
 Tagging Hats 16a.....
 Tagging of WR and MP 17.....
 Tagging Tailoring
 When P.O. 16a.....
 Tagging Tailoring Only 16a.....
 Tagging of Do-Overs—Skip Repairs
 Re-Cleans—Damages 15-15a.....
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 (Dye Sec.)
 Tagging Dyes (Dye Sec.)
 Tagging Re-Dyes (Dye Sec.)
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 Shortage of Bags 48.....
 Pleat-Tag 20a.....

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 Starched Shirts 1-2-3.....
 No Starch Shirts 6.....
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Steps—O Day First SH4.....
 Shirt Part Orders SH5.....
 "Can't Tie Ins"

Shipment — Bed Linens

Complete Orders BL1.....

PROSPERITY

Personnel Report

Name
 SS
 Store..... Date Started.....
 D of R..... DM.....
 Age..... M S D ST
 Children..... Dependents.....
 Address
 Living with
 Town..... Phone.....
 Years of Gram. School..... High..... Other.....
 Is Diction Acceptable
 Is Writing Legible
 Is Appearance Neat
 Does she answer questions intelligently.....

D. M. Fill Out Proper Forms

Bond Withholding
 Application Union
 Insurance File Card

Does Trainee Understand
 and Accept Following
 (D. M.: Explain Thoroughly)

Duties of the Job
 Size of Company
 Future Career
 Customer Relation
 Work Near Home
 Peep Club
 Starting Salary..... Automatic Increase.....
 Weekly Bonuses..... Contest Earnings.....
 10% Discount (Cash Control)
 Payroll—Week
 Promotion and Merit Increases.....
 Vacations..... Paid Holidays.....
 Insurance..... Sick Benefits.....
 Hospitalization..... Operations.....

Union..... Dues..... Initiation.....
 Company Dinners & Outings
 Company Pictures
 Trainee Sched..... Alternating Sched.....
 Importance of Attendance
 Procedure to follow when absent or late
 Phone before 7:30 A.M.
 No Smoking Rules
 Personal Appearance
 Importance of—Courtesy
 Sales Effort..... Mechanicals.....
 Housekeeping..... Bulletins.....
 Attendance..... Key.....
 Cash Shortages
 We base promotions and increases on above
 factors, and length of service is secondary.

This report is submitted and certified to by:
 Int'r

I hereby accept responsibility of cash
 collections made on behalf of Prosperity
 Service Stores, Inc. and authorize the
 company to deduct from my salary
 checks any cash shortages I may incur,
 and/or for any store key I misplace.

Signed

Date

WHEN ABSENT OR LATE

Phone Personnel Dept., AS 4-0300, at least
 30 minutes before opening time
 On Saturday after 1:00—AS 4-0304

Second Week — Training Guide

Name
 Date Started..... Store..... Trans. to Store..... Trans. to Store.....
 2nd Week Completed on.....

Date and Initial of Instructor	Date and Initial of Examiner	Date and Initial of Instructor	Date and Initial of Examiner
--	--	--	--

COUNTER — INCOMING

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Filing BL Tickets -BL3.....
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Premium Bagging

.....Use of Circulars
Premium Display
Premium Control
Store Personnel (Free Premiums)

ORCHID SERVICE

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Prices
Service
Quality
Delays
Quality Reports
Bagging Procedure
Hangers

OFFICE BOX FINAL INSTRUCTIONS

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Closing Store 42.....
Opening Store 42.....
Question Review
 (By D. M. or F. D. only)

I, have asked
 the Questionnaire
 and she has scored %.

Passed ☐
 Requires Additional Training ☐

Responsibility of Key.
 Responsibility of Cash.
 Setting of Alarm.
 Putting up Signs.

District Manager
 Before this last week's Training Guide is
 turned in be certain that the following
 papers are turned in.

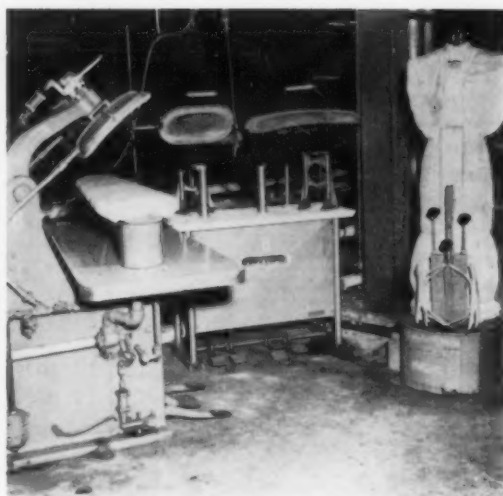
Questionnaire.....
 1st Week Guide.....
 Personal Rep.....

Accordingly she is ready and capable to
 be promoted to the position of Assistant
 Manager as of this date,

Promotion Certification by
 on



This is a typical branch outlet, one of 92 stores



Silk unit is completely equipped, down to water spray guns

Continued from page 28
in the trouser department. Here two girls work as a team. One tops; the other legs.

All presses were replaced by air-driven ones in the pants department. The vacuum lines were enlarged. A whole new lighting arrangement was installed for better illumination. Two-tube fluorescent fixtures provide strip lighting the length of the department.

Now, in the pants department, production has jumped from 37 to 50 pieces per operator hour. Similar gains were made in the coat department and the silk finishing section. Steam-air finishers were added to the coat section. The silk units were made into individually operated setups, with flap-head puff irons and steam-air finishers supplementing the presses.

Over-all, an increase of better than 10 percent in production resulted. The employees are making more money through greater productivity—the sensible way. Incentives have helped, but better equipment and environment have played a big part, too.

To get this work away from each work station faster, new slickrails were installed. The finished work is placed on a short rail which feeds into the main express rail that goes to the end of the aisle. Roving inspectors check the work right at the work station, and keep a count of each worker's output.

The work then is slid onto the express rail, down to the end of the aisle where it is dropped onto the conveyor to the shipping department. At this point, the girl acting as "breaker" divides the garments by store num-

bers for the two girls operating the segregators previously mentioned.

Here is an interesting point. Across each store rail there is a fine piano wire. As the hangers slide past the wire, an individual store counter is tripped. Thus a constant record is kept of hourly and daily production. An electric eye has also been installed to double-check the counters.

Count guides management

This tells management many things. First is the hourly production rate. Second, it can be quickly determined what the income per piece is running—a vital figure. This is done by dividing the number of hangers that pass through the counter against the sales.

The plant uses a formula that makes sense. Income per piece and pieces per operator hour and the hourly rate of pay determine the cost. And it doesn't have to wait until tomorrow or next week to see where it stands. A master counting device is located in the office of John Pardi, president of the firm. He or his management team can check at any hour of the day on production without leaving the office.

Hourly and daily production figures are vital to any plant, and particularly so here. It produces an average of 75,000 pieces of drycleaning, 75,000 shirts and between 45,000 and 55,000 pieces of flatwork weekly. Even slight increases or decreases in hourly output represent many dollars. So the counter is an important tool for management.

It's typical of the way this firm is run. For another example, Prosperity has been laundering and finishing men's dress shirts since 1933. It was the first cleaner to install a flatwork department. Both sidelines represent a good portion of the firm's sales.

The flatwork department handles four basic items. Sheets at 15 cents, pillowcases at 7 cents, mattress covers and plain luncheon cloths at 30 cents are all that are handled. Shirts cost three for 54 cents or 19 cents each. Just as in the drycleaning department the laundry quality is excellent.

Modernization was carried on in both of these sideline departments. There are two flatwork ironers and both have been equipped with spreaders and automatic folders.

The shirt finishing department used conventional equipment with manually operated folders. Four girls to each unit were producing 135 shirts an hour. Modernization here resulted in a conversion to cabinet sleeveers and cabinet bosom presses plus fully automatic folding tables which produce the semi-flat collar. Instead of four, there are now three girls to a unit, and they are turning out 145 pieces per hour on the average.

There are 17 such units now in operation, so the savings are substantial. In addition the firm does a large volume of boys' shirts and ladies' blouses (better than 6,500 a week).

Until recently it wasn't possible to finish these on the cabinet bosom press. They had to use conventional equipment in a sort of makeshift operation. Quality here was not up to

Continued on page 37

LEASE LEASE LEASE

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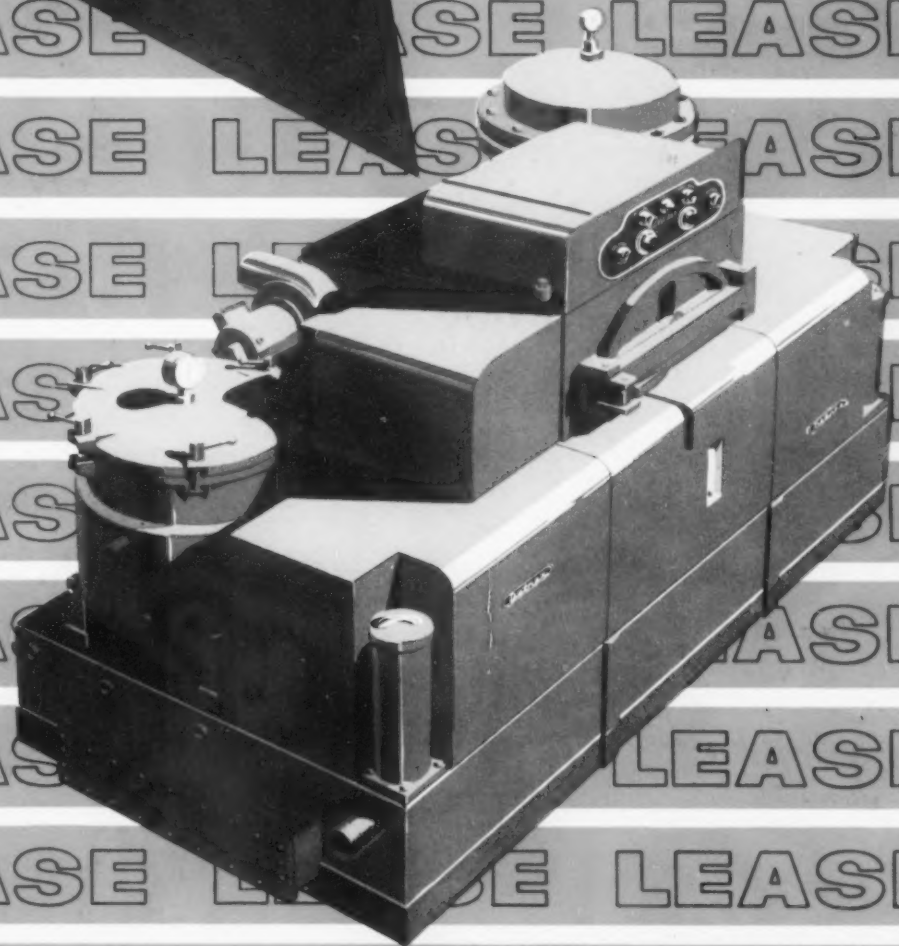
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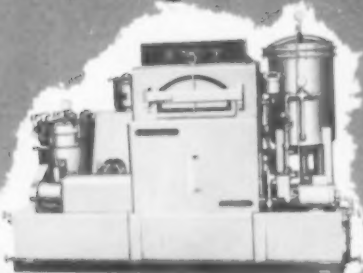
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The Modern
Economical Way
To Profit From
New Equipment



Choose From Seven Money-Making Pay Out of Additional Profits on

LEASE THE *Compact Coronet*



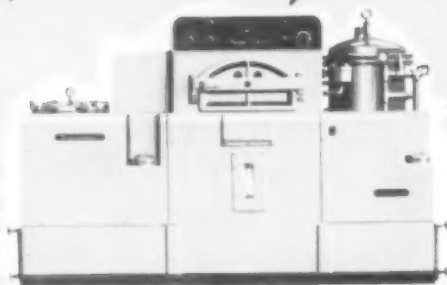
The "little giant" of the drycleaning industry. Operates smoothly and efficiently day after day, month after month, year after year, with minimum maintenance. Single Bath Model 422—80 lbs. hourly capacity.

LEASE THE *Mighty Monarch*



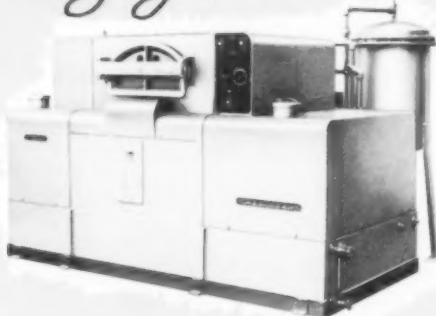
One of the most popular of all machines because it so well meets the needs of the medium-sized operator. Smooth, versatile, dependable operation. Single Bath Model 527. Also available in the Two Bath Model 527-S. 140 lbs. hourly capacity.

LEASE THE *Dependable Diplomat*



Feature by feature, and size for size, the finest, most profitable 50 lb. machine on the market. Ideal for all but the largest plants. Single Bath Model 560, above. Also available in Two Bath Model 560-S. 200 lbs. hourly capacity.

LEASE THE *Amazing Ambassador*



The machine with the highest rated hourly capacity in the synthetic field. DETREX quality construction and operating efficiency in their finest form. Single Bath Model 600, above. Also available in the Two Bath Model 600-S. Over 300 lbs. hourly capacity.

LEASE THE *Super Automatic Synth-O-Saver* MODEL 326-A



Solvent recovery is 95%-98% efficient with either of the DETREX new Super Automatic Synth-O-Savers. They automatically determine the correct recovery time cycle for every type fabric and every size load. 35 lb. capacity.

LEASE THE *Super Automatic Synth-O-Saver* MODEL 340-A



The amazing mechanical "brain" of these automatic Synth-O-Savers requires no attention or guesswork from the operator. Automatic steam injection and steam and water shut off assure consistent efficient recovery. 56 lb. capacity.

Machines—Four Synth-O-Savers

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Two Ways to Replace Obsolete Equipment

OR EXPAND WITH NEW EQUIPMENT AND INCREASE VOLUME AND PROFIT WITH MINIMUM CASH OUTLAY

LIBERAL LEASE PLAN

You can lease any of the DETREX equipment shown on the opposite page with all of these advantages!

- You get new DETREX equipment for immediate use—profits begin at once!
- You pay nothing for the first three months.
- You pay out of the additional profits DETREX equipment creates—and maintains!
- You have an option to buy at any time up to 15 months—time for full proof of profits.
- You can make your move now—to expand or replace obsolete equipment without investing large amounts of cash.

TIME PAYMENT PLAN

New government tax regulation on depreciation makes time purchases easier!

- Before regular depreciation is computed—you are allowed an additional depreciation up to \$2,000 the first year.
- For example—a \$10,000.00 purchase of new equipment can be depreciated \$3,455.00 the first year.
- On a 3 year time payment plan your cash flow from depreciation makes your equipment payments for the first year.
- You increase volume and profits without increasing your cash outlay!
- Send the coupon below for detailed information on depreciation and Time payments

Your Detrex distributor is fully qualified to advise you in detail on either of these purchase plans

Lease Pays Dividends!

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**John Pardi is
Active In NID;
His Company in
Varsity Group**

While Prosperity's recent four-year, \$400,000 modernization program included some radical ideas, by industry standards, this firm has always been progressive. It has been operating its own shirt laundry since 1933, for example.

For the past seven years Prosperity has been a member of the internationally famous Varsity group. This select band of drycleaners ranges in number from 13 to 20, with some 17 plants presently making up the organization.

There is no guarantee on continuing membership for any plant. At their annual meetings each is required to submit a paper on outstanding achievements during the past year. Unless the paper is significant and provides stimulating ideas for the others the plant will be dropped from the "club." Seven consecutive years of membership attest to the fact that Prosperity is progressive and is contributing to the group.

John Pardi is a long-time member of the National Institute of Drycleaning and has just finished serving as a district director.

Continued from page 32

the plant's high standards. Production was about 35 pieces per hour. Then they installed two cabinet units with special small bucks. Production jumped to 75 to 80 pieces per hour. And quality is up to par.

It is important to tell you that all production workers are hired without experience. Prosperity has its own training program and doesn't want experienced people who may have developed a lot of bad work habits that are difficult to overcome. Trainees learn to do their tasks the Prosperity way for maximum efficiency. That applies to both the drycleaning and the laundry operations.

Modernization was carried out in the laundry washroom as well. They had two semi-automatic self-dumping wheels plus a couple of conventional washers. The first two were retained but the latter were replaced by fully automatic self-dumping wheels. They use four 450-pound wheels for the flatwork. A new 900-pound automatic washer has been installed to handle the shirt work, together with another 450-pound wheel.

Recently a heat reclaimer was installed at a cost of \$20,000. That's a lot of money, but is saving the firm \$4,000 of fuel oil a year. Another way of saying it is that the reclaimer saves the equivalent of a 100 horsepower boiler. It will pay for itself within five years.

The last major physical change took place in the drycleaning room. And this was really a major one! They formerly used six 250-pound conventional washers and one 500-pound washer-extractor, manually operated. Six men were required to run the room, with extra help during peak seasons.

Management investigated the situation carefully and decided to make changes here for several reasons. They felt that completely automatic equipment would turn out more consistent work. They could use less skilled labor which would take even less supervision than with the old setup. Another advantage: with washer-extractor equipment, the men wouldn't have their hands in the solvent—a morale factor.

As stated earlier, the revamp in this department alone came to \$100,000. The old washers and three extractors were replaced by four 500-pound and one 100-pound fully automatic washer-extractors. The smaller one is used for sizing, water repellency and other special services.

There are eight 10,000-gallon filters piped to a central tank and the piping is such that solvent can be directed to any washer from any filter. The solvent lines are equipped with coolers and heaters. Moisture is controlled automatically for drycleaning, too. Cycle controls eliminate the human factor. The timers make it possible to run each and every load uniformly.

Quality and service improved

Remember we said it took six men to run the cleaning room before? Well, thanks to the new equipment *two men* take care of the entire operation, even in peak seasons. On top of that, quality has greatly improved.

Thanks to the changes in the cleaning room and the other departments service has been stepped up, too. No longer is it difficult to maintain one-day service in the branch stores, although some are as far as 40 miles away from the main plant. Regular service improved, as well.

The savings and increased efficiency make it possible for the firm to compete, profitably, with decentralized plants in the area.

Here is something significant. Prosperity is producing better than 21 pieces per operator hour in the plant! Of course, this phenomenal figure doesn't include marking and assembly since these duties are handled by the store clerks.

Even so, this is a tremendous



Manny Pardi points to master piece-count recorder located in executive offices

achievement. Two other top plants that I know are getting about 10 pieces, including marking and assembly, and that figure is just about double what the average plant obtains. We are talking about total productive output; not just finishing, which is only part of the story. Pieces per operator per hour tell much more than percentage of labor costs to sales.

A plant with a 26 percent direct labor cost can be far more efficient than one operating at 19 percent. Differences in salary scales and cleaning charges can cause this seeming contradiction. The true measure of efficiency is P.O.H.

Role of consultants

So much for the physical changes. There were other changes, more subtle but equally important. These involve methods or systems plus a new attitude in management thinking. Part of the four-year plan called for outside consultation—even a psychologist, as we shall presently see.

The outside consultants were brought in right at the beginning of the modernization program and they are still in the act. Back in October of 1955 Prosperity obtained the services of the well-known management consultant, Claude Lucas. He set them up on his lot system, practically eliminating stragglers and service failures. Service speeded up, too, according to the plantowners.

It was through his recommendations that the plant began to keep track of P.O.H., and on the up-to-the-minute basis as described. Both productive employees and sales personnel are on the system. It has given the plant direct control over the hours put in, even by the sales clerks. Counted into the clerks' P.O.H. are the number of pieces marked in and assembled as well as sales for that store.

All store P.O.H. performances are reviewed every three months. At that time it is determined whether a given store may need another clerk, or one less, or whether hours should be changed. Nothing is done on a hit-or-miss basis at Prosperity. At these quarterly reviews management determines whether or not a given store should be relocated.

Once or twice a year, Mr. Lucas returns to the plant to review its performance and to bring new suggestions. Through these many visits perhaps the greatest help he gave Prosperity was to change top management's attitude.

The firm was begun in 1928 by John Pardi, who opened a press shop. His cleaning was done by a large wholesaler. The business went well from the start and soon he asked his brother, Manny Pardi, to join him. They made a fine team, and now each has a son in the business.

But as is often the case with self-made men, John was reluctant to ease up on the reins. He had always run a

one-man show and all decisions, no matter how minor, had to be cleared through him. His son Ed and his brother's boy, Frank, both grew up in the business. As small boys they would work after school, on Saturdays and vacation periods. Both are now graduates of the National Institute of Drycleaning and are in their middle twenties.

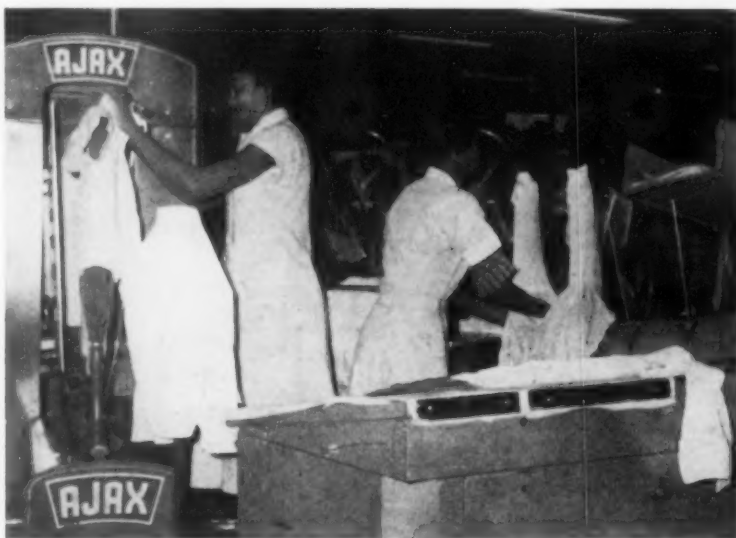
John Pardi is the first to admit that he never quite recognized the fact that these boys had grown into mature, experienced men. Mr. Lucas slowly but surely convinced him to realize this, to ease up on the reins he held so tightly, even over brother Manny.

Now each man has delegated *authority and responsibility*. It has brought new vitality to the organization. Manny is secretary-treasurer of the firm and is in complete charge of production. The success in implementing Mr. Lucas' production methods can be directly attributed to him. While he has always been an important cog in the machine, the new attitude that prevails has given him the opportunity to use his many talents to the fullest.

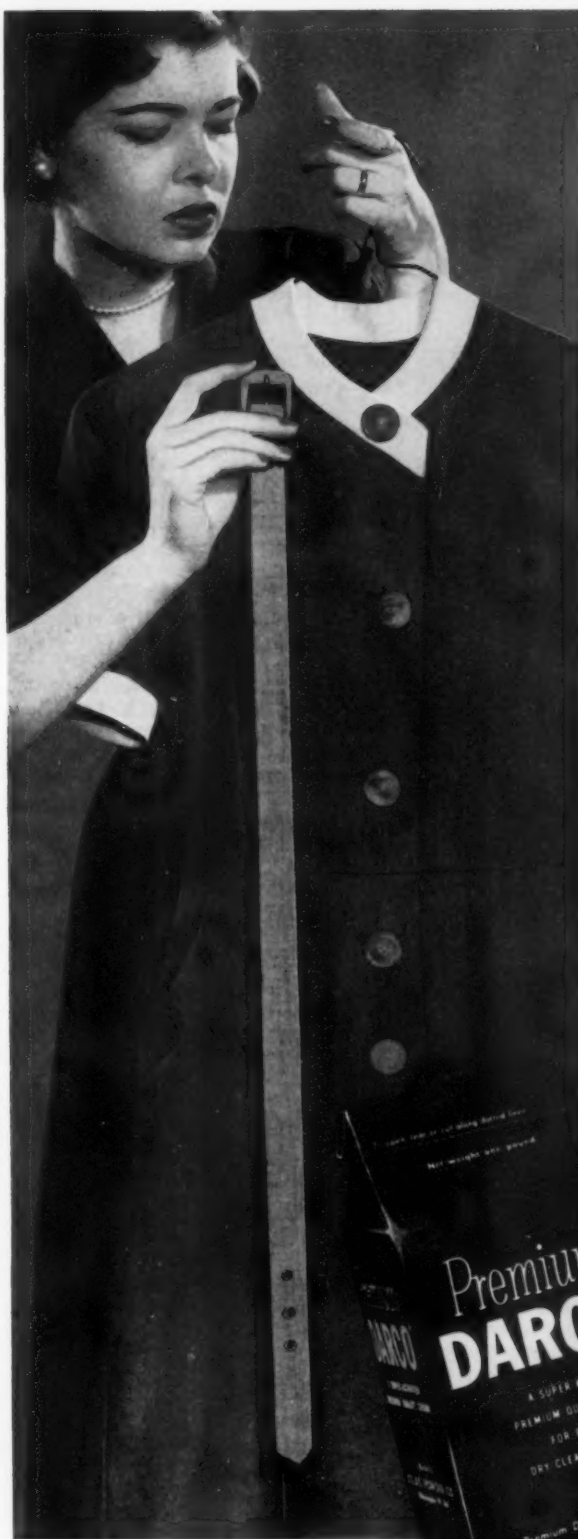
Son Ed is now a full fledged vice-president and has charge of all sales activities. The other boy, Frank, has been put in complete charge of one of the package plants. John Pardi, president of Prosperity, is relieved of details and can devote his fine talents to long-range planning and other mat-



Ed Pardi studies sales and personnel records posted on wall chart to show status of each store daily



Firm operates 17 shirt units, plus two with small bosom bucks for boys' shirts and ladies' blouses. Plant does thousands of the smaller garments weekly and this equipment boosted production and quality



SOLVENT STAIN*

**can steal your
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*When the matching belt your customer
kept is brighter than the dress you just
cleaned...you're in trouble!*

Solvent stain is caused by accumulated color, fatty acids and grease in cleaning baths—and it's easy to prevent with Premium DARCO®. Use Premium DARCO the first thing every morning, and you'll start the day with solvent ready for fresh, bright cleaning.

Premium DARCO is high-powered carbon developed for modern cleaning baths. It is especially good with the new, light-colored detergents. It saves you money because it practically eliminates the need for soap-consuming re-distillation and cuts filter clean-out labor. The DARCO one-pound power pack is easy to use accurately. Order some now from your nearby DARCO distributor.

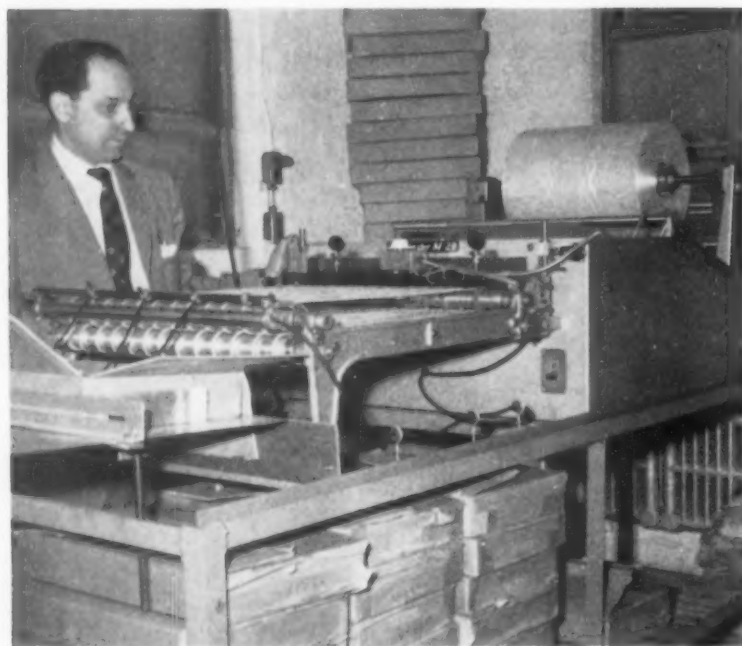
* Redepositing of colors, fatty acids and non-volatiles allowed to accumulate in solvent.

PREMIUM DARCO IS MADE BY

ATLAS POWDER COMPANY, WILMINGTON 99, DEL.



This plant can turn out 2,100 pounds of work per cleaning cycle—with two men—thanks to automatic equipment



All shirts are packaged in polyethylene

ters that should take the full time of a real executive.

The timing of this change was fortuitous. Just as plans were jelling, John was stricken with a serious illness. He was forced to remain away from the business for several months. Under the old setup things could have been chaotic. But thanks to the changes that were made in the management, business went on as usual.

In addition to the management consultant, the plant brings in professional instructors to retrain the productive people. From time to time a

top finisher will work with the crew and the foremen. The latter are responsible for training new employees who are all novices in this work.

We have already mentioned the many innovations this firm introduced. Their most recent effort to obtain outside help is a case in point. They hired an industrial psychologist to assist in the solution of management problems.

The services of Dr. Mortimer R. Feinberg were contracted for to help the management team weld their talents together. The research conducted

by Dr. Feinberg went beyond the three top executives, however. It took in all supervisory personnel.

While the top executives came in for their share of review, it was necessary to screen all supervision to insure good morale in the lower echelons of the organization. It could be possible that some foremen or superintendents were not utilizing their full talents or were "square pegs in round holes."

The study included depth interviews, written tests (including the famous Rorschach ink blot) and other psychological measurements. After the results were evaluated the supervisory people had a further individual interview to show them their strong and weak points; areas where improvement would be helpful. No one was dismissed or demoted. Of course the findings would naturally enter into management's thinking concerning future promotions or placement within the organization of those tested.

Another important result came out of the study. The duties and responsibilities for each position within the plant were analyzed and clarified. Better lines of communication were established between top management and the lower echelons. Regular meeting schedules were established so that important problems could be handled at the earliest possible moment.

Improvement in personnel

As a result of the tests and subsequent training, the following improvements have occurred:

1. An effective management team has been built. The plant is now able to make maximum use of each person's outstanding talents.
2. Employee turnover has been lowered.
3. Supervisors are now aware of motivation techniques and how to use them.

As to the future, here is what John Pardi has to say:

"Our outlook for the future is one where the scientific approach in operation is the key factor. This, coupled with our experience and broader views into human relations, has made our operation more easily controlled so that cost ratios are maintained in direct relation with sales volume."

With this kind of attitude, the future of Prosperity Service Stores can only be bright. And that philosophy can be adopted by any drycleaner as a blueprint for success. # #

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Right, Mr. Dry Cleaner!

U. S. Model 518-2 will get those alterations out in a hurry—give you a nice profit on them too . . . It is the only machine perfected to blind stitch beautifully on every type of material; thin or heavy, fine or coarse, synthetic or natural—ask your competitor, he probably has one!



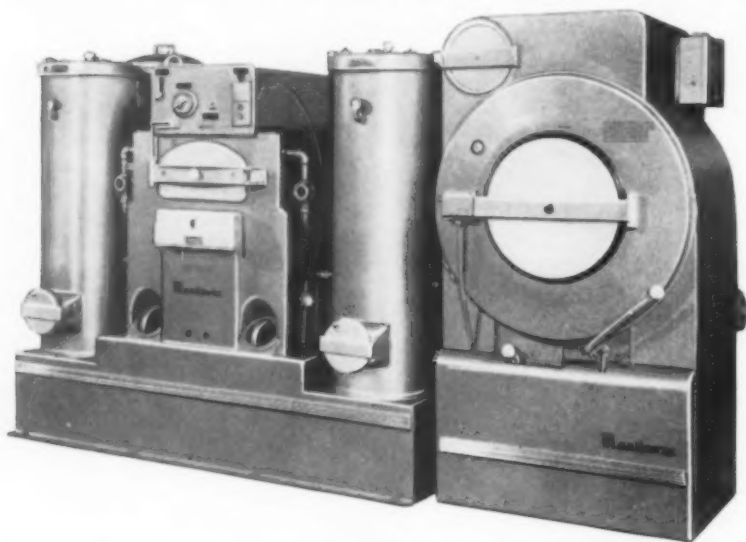
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You can't compete...if your equipment is obsolete!

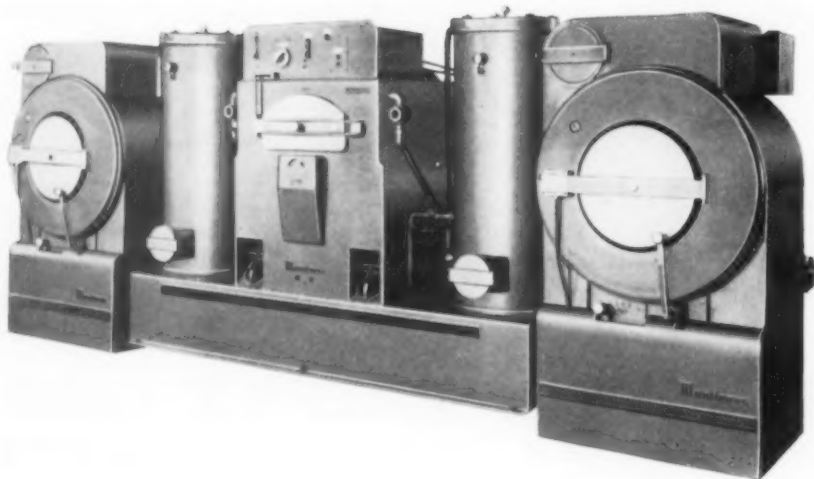
In today's highly competitive cleaning field, the drycleaner with an "edge" is the owner of the *most modern* equipment available. Manitowoc cleaning and finishing equipment gives you that "edge" with lower operating and maintenance costs, greater volume, and highest quality cleaning that brings in new customers every day. Look over the modern Manitowoc units shown here. Study the exclusive features. Then mail the coupon *now* for complete details on the system that fits you best!



Truly a money-making, compact, quality cleaning system specifically engineered for 2-bath operation. A complete "package", the Model 35 includes recovery tumbler, "Diverti-flo", air controls, unique muck extraction system, tubular filters and copper piping. Also available as single bath perchlor, and 2-bath and single bath 105°F and 140°F petroleum units.

MODEL 35 35-40 lb. CAP. - 2 BATH PERCHLOR

MODEL 70 70 lb. CAP. - 2 BATH PERCHLOR



Big in capacity—economical to own and operate—outstanding in quality drycleaning—that's the Model 70. Advanced features include exclusive Diverti-Flo solvent control, "Extra Dry" muck extraction, 3000 GPH Manitowoc-Olson filters, plus many more. Also available as Perchlor single-bath, and 105°F Petroleum 2-bath and single bath.

YOU'RE WAY AHEAD OF YOUR COMPETITION WITH THESE MODERN MANITOWOC FEATURES

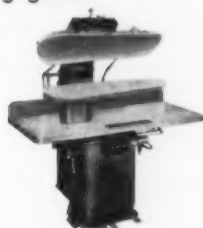
- **Diverti-Flo Solvent Diverter** positively prevents intermix of wash and rinse solvents—a condition absolutely essential for true 2-bath performance.
- **"No-Surge-Over" Still*** assures thorough solvent conditioning by eliminating surging-over and foaming-over of contaminated solvent during distillation—40 GPH and 75 GPH capacities.
- **Fluid Drive** eliminates shock loads by preventing overloading of the motor and machinery. Peak electrical loads are also eliminated, reducing maintenance costs and downtime.
- **"Extra-Dry" Muck Extraction**** eliminates the need for an expensive muck cooker. Saves an average of \$600 or more a year in reclaimed solvent.
- **Manitowoc-Olson Filters** are highly efficient tubular filters made of the finest monel screen tubes with easy backwash action—capacities of 1500, 2000, 2500 and 3000 GPH.
- **Super Speed Recovery Tumblers** with huge 36" x 30" basket have tremendous air-flow volume with low heat requirement—assure complete, thorough reclamation and deodorization.
- **Free-Flow Copper Piping** throughout maintains constant, unrestricted flow of fluid.
- **Solvent Conditioners** (hot or cold) are big capacity and highly efficient. Furnished as standard equipment (on these Deluxe Models) at no extra cost.
- **Marlow Centrifugal Pumps** are heavy duty, self-priming—operate for years without overhaul.
- **Fully Automatic Air Controls** simplify all operations—make experts out of novices in short order—helps to speed-up work flow.

*Pat. Pend. **Pat. App. for.

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The Sanitone "Soft-Set" Method of cleaning beautiful woollens gently restores the natural oils originally found in the garment when new; to give a fresh, fluffy new look and texture to your woollens. Try Sanitone "Soft-Set" just once — and you'll be happy with no other method of cleaning.

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◀ Hang tag on garments in apparel shop brings many new customers to Fashion Cleaners

Owner of Jarnel's apparel shop explains advantages of Fashion Cleaners' sizing for cottons ▶



Cotton Sizing Promotion Maintains Volume

Close relations with exclusive apparel shop add impact to campaign

By ART SCHUELKE

DID YOU SUFFER a business slump last summer? If you did you may avoid it this year by following the example of Fashion Cleaners of Salt Lake City, Utah. Owner Albert V. Mackie has used some aggressive cotton promotions in the past few years with excellent results.

For example, last year his volume of men's wear items was off 20 percent. But at the same time cottons rose 20 percent and, because of the difference in pricing, total volume stayed even. In the past his silk department was way ahead of the work. Now two

full-time, experienced girls are always 15 to 20 dresses behind production.

Women's garments are now the backbone of Mr. Mackie's summer business. While he has done many things to bring this about, the cooperation of a ladies' apparel shop in his area has probably been the most important idea he has employed.

This fine exclusive shop, Jarnel's, recommends to all its patrons that they take their cottons to Fashion Cleaners because of the use of sizing and quality finishing which restores these garments to their original ap-

Production Tips on Sizing

Fashion Cleaners gives all light apparel the sizing treatment. Regular "silks"; that is, anything in the silk load other than cottons, get a short rinse in a 1 percent concentration of sizing. The cottons are pulled from the load and given a special dip in a concentration of approximately 4 percent sizing to solvent.

Normal extraction of garments in this plant is three minutes. However, the sized "silks" are given a one-minute extraction. Cottons get only from 30 to 45 seconds.

The plant also runs sized garments in a cold tumbler for the first two minutes. Fashion Cleaners claims this helps eliminate any streaking. It recommends the shorter extractions so that more sizing is retained in the fibers for a better appearing garment.



Conductivity Control

efficiency and performance **proved** in over 6,000 drycleaning plants

Enjoy the benefits of advanced research through controlled drycleaning in the MYCEL PROCESS. Over 7,000 Conductivity Control units are in successful operation in drycleaning plants over the nation. Original units, installed in 1953, are still providing trouble-free service with optimum drycleaning results. STREET'S Conductivity Control with 4% Formula 886 and separate purified rinse delivers top quality drycleaning consistently. Wetcleaning and spotting are practically eliminated. Users report less wrinkling and shrinkage; truer, brighter colors; whiter whites and easier, faster finishing. Sales and profits increase with more satisfied customers.



Pictured at the left is the sturdy sensing element in Street's Conductivity Control Unit. This unit, placed directly in the line, accurately measures electrical conductance in the charged solvent itself. It lasts the life of the installation, eliminating any replacement cost, and its reliability remains constant, always.

CANADIAN PATENTS
NO. 530,043 AND 534,730.
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R. R. STREET & CO. INC. 561 West Monroe Street, Chicago 6, U.S.A.

Over 83 years of dependable service to the textile maintenance industries

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Plant call office gets
a weekly change of
frocks and mannequins
to promote sizing



pearance. This is done not only by word of mouth; special tags telling the story are hung on each garment.

The owner of the shop is very influential in that neighborhood. She conducts several fashion shows annually, for charity. She is an acknowledged expert on styling. The Utah State Drycleaners Association conducts an annual scholarship contest among students who submit essays on cleaning and appearance. Jarnel's proprietor is one of the judges, which brings her further publicity and status.

In addition to the tags, there is a further tie-in. As a reciprocal arrangement, Jarnel's provides Fashion Cleaners with a mannequin. Each week a different dress is sent to the plant for display to promote cotton sizing (and to publicize Jarnel's).

While this retail store cooperation is the single most important part of his promotion, Al Mackie doesn't stop there. He is an ardent advocate of advertising. For the past six years he has maintained time on television. For a long time it was a one-minute spot announcement, but now he is sponsoring a five-minute newscast in the evening.

During the summer months he focuses attention on cottons and similar items. The gist of his ads is, "Let US do your wash-and-wear." His agency adds prestige to the commercials by using fashion photos taken in several familiar scenic spots around Salt Lake City.

He is also in the newspapers once a week. The ads average about one column by seven inches and appear in both of the city's daily newspapers. Fashion also uses button tags profusely. In short, Al uses all the tried and true methods, plus his own innovations . . . and all it does is help business. # #

Above left: All silks get
1 percent sizing rinse in wheel
from overhead tank

Left: Cottons get extra
hand dip in 4 percent
sizing solution

SHELL SOL 360 and 36

designed exclusively for dry cleaners

low odor...low cost...reduced tumbler time

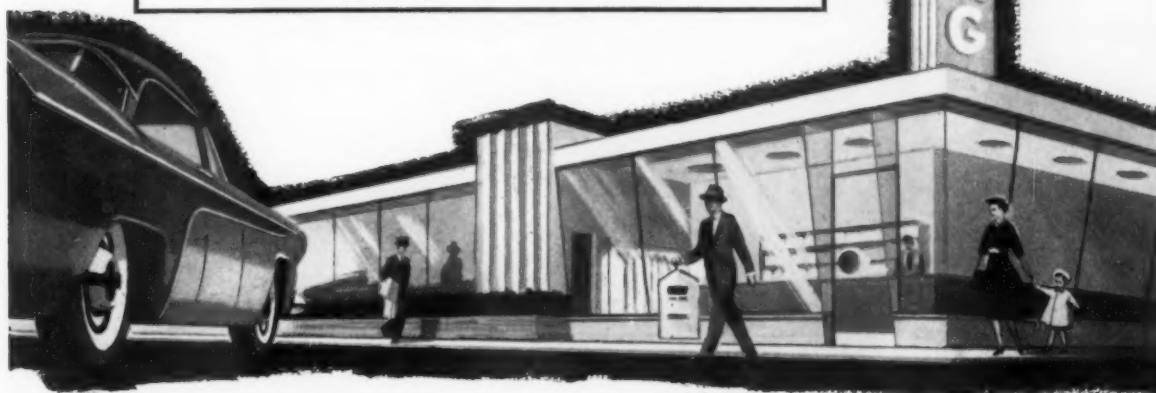
1. Cut tumbling time up to 50%.
2. Avoid adverse effects of high tumbler temperature without sacrificing production.
3. Eliminate residual odor problems.
4. Meet all Stoddard Solvent specifications.

Approved by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

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where 140° F. flash point is required



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100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





HOW AMIOT GREW . . .

1. Business grew from this combination drycleaning-tailoring shop started in 1915 by Hubert Amiot



2. Population shift brought about a switch in plant operations from multiple-story building to leased space next door in downtown Wyandotte

PLAN YOUR FUTURE NOW

*That's what keeps
this long-established
plant young*

By **HARRY YEATES**

FORESIGHT and flexibility through the years might amply describe the success story behind Amiot Cleaners, a name known for quality drycleaning in Wyandotte, Michigan, an industrial suburb of Detroit, since 1915.

Years before the introduction of Stoddard solvent or air-driven presses, drive-in plants or fast service, a man named Hubert Amiot opened a tailor shop on the main street of downtown Wyandotte. For several years the shop was operated exclusively as a retail tailoring business. People were measured for custom-made suits and patterns were sent to Chicago for completion.

Garments brought to the tailor shop for drycleaning were farmed out to a Detroit plant. In those early days of

the business the expression "farmed out" meant that Mr. Amiot had to transport bundles of garments on an intercity bus to the Detroit plant. Three days later he made the return trip to pick up his orders.

In 1917 Mr. Amiot moved his shop to larger quarters on the main street. Tailoring service was expanded under the supervision of his own staff. At that time drycleaning equipment was installed behind a partition at the rear of the store. The plant was operated in this location by seven employees until 1925.

Shortly afterwards, the plantowner invested his savings in a two-story building down the street from the tailor shop. Petroleum cleaning units were installed and the number of employees was increased to 25. The plant operated with three routes. A rug cleaning department was located on the second floor of the plant.

The forward look

Mr. Amiot realized that future residential areas would eventually spread westward from the downtown section

of the community. It is located on the shores of the Detroit river connecting Lake St. Clair and Lake Erie. With this thought in mind he was one of the first plantowners in the district to open branch pickup stores in the areas of Dearborn, Willow Run and Tremont.

At this point in the firm's history, Mr. Amiot's three sons, Neal, Gerald and Charles, became active in plant operations. All through their high school years the boys worked on the routes, doubled as counter personnel,

and became experienced in the technical end of the drycleaning business.

Gradually Mr. Amiot turned over responsibilities of the business to two of his sons while he became active in civic affairs. He served as mayor of Wyandotte for three consecutive terms and acted as police commissioner for two terms.

After graduation from college the youngest son, Neal, returned to take over full operation of the plant with his brother, Gerald. The senior Mr. Amiot died in 1937.

For the next 10 years business at the downtown plant continued to grow primarily because of the influx of population brought on by war contracts in surrounding industrial areas.

However, by 1949 it was apparent that more and more old customers were moving to newer areas away from the plant—as first predicted by the senior Mr. Amiot when he first opened call offices in the early Twenties.

Soon after World War II, Neal Amiot sold the downtown building housing the plant to a chain department store. He leased a smaller space measuring 30 by 120 feet in a building behind this property. The petroleum cleaning equipment was replaced with a 35-pound synthetic washer-extractor and a 2-girl shirt finishing unit.

Branches get business

Soon after the package plant was opened, the plantowner added another call office in a neighboring community. This brought the number of stores operated by Amiot Cleaners to four, pinpointed in strategic growing residential areas.

Although volume averaged a healthy \$5,000 per week, the bulk of



3. Branch store was activated with drycleaning equipment from downtown store as population moved to the suburbs

4. Latest package plant was opened by Amiot Cleaners last year to meet needs of suburban customers



the business was coming from the branch stores rather than the call office at the main plant. As Neal Amiot remarked, "Counter business downtown wasn't growing fast enough to suit us. To top it off the street in front of the plant was converted to one-way traffic and it killed our good location. We knew it was time to follow our customers to the outlying neighborhoods."

Four years ago the drycleaning equipment from the downtown plant was moved to one of the larger branch

stores. It is situated about three miles west of the downtown section of the town. The area is dotted with a series of small shopping centers surrounded by new housing developments. An empty lot next door to the plant was leased for customer parking.

The building was repainted, new signs were added and the call office was lined with wood paneling. An aluminum canopy was installed on the front of the plant. An entrance was cut in the side wall leading to the parking area.



Coin-operated laundry was installed in downtown store replacing drycleaning equipment moved to branch store



This shirt finishing equipment was moved from downtown plant when additional space became available next door to branch store

Last year Amiot leased a restaurant next door to the plant. The space was revamped and shirt finishing equipment including a 25-pound washer from the downtown store was installed in front of the windows where it could easily be seen by passing motorists. A portion of the wall was knocked out, permitting customers to view the shirt unit in operation whenever they stopped in to pick up an order.

Following close on the heels of his moving market, the plantowner leased a new building in another suburban community about 10 months ago. A drive-in plant equipped with a 25-pound synthetic washer-extractor and a 2-girl shirt finishing unit was opened at this location.

This plant operates with one route. It serves the residential areas in the neighborhood. The route averages \$700 per week, while over-the-counter business runs around \$2,000 per week.

Drycleaning from the downtown store and two other non-activated pickup stores is processed at the package plants.

Coin-laundry sideline

Two months ago Amiot installed a coin-operated laundry in the downtown building. It is open 24 hours a day, seven days a week. Equipment includes twenty 9-pound washers and five tumblers. A separate entrance was constructed along the side of the call office leading directly to the coin-store.

Volume from the coin-laundry reached \$100 within two weeks of the opening. And there has been a noticeable increase in drycleaning and shirts coming in over the counter as more customers use the coin-operated laundry.

Although the coin-store is set up as an unattended service, counter girls in the store are ready to assist customers who need help in operating the washers.

The coin-store is equipped with a coin-changing machine and a vendor that furnishes supplies including soap, bleach, blueing. Cigarette and candy machines are provided as a customer convenience. Management is working out an agreement with the restaurant next door to have food and coffee available in the coin-store. One possibility is an entranceway connecting the store with the restaurant.

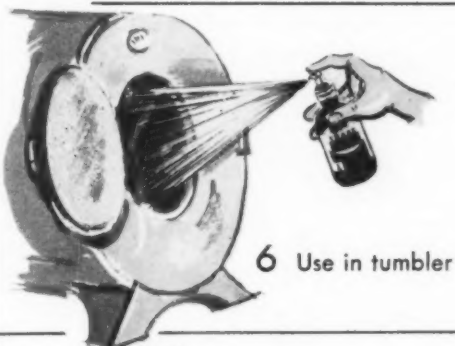
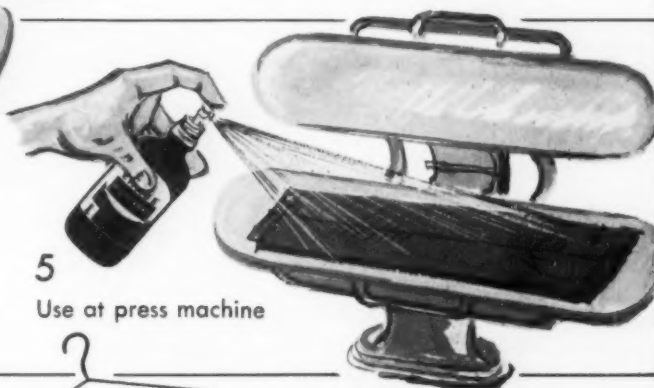
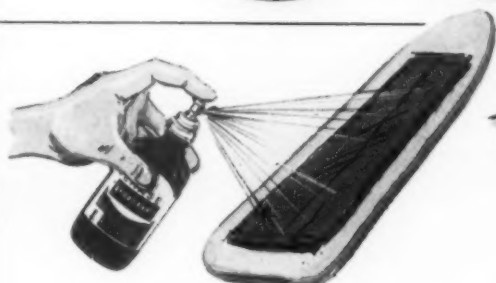
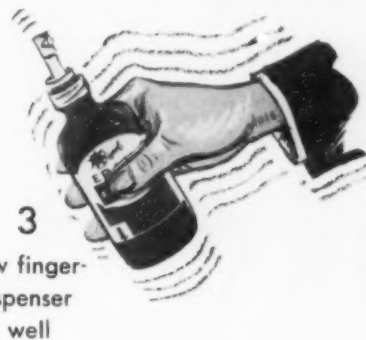
Storage facilities for 5,000 hanging garments are maintained behind the coin-operated laundry.

The plant is always striving to im-

Continued on page 54

Signal ERASE Deodorant

*Eliminates Odors by Absorption
and Chemical Reaction*



**Leaves
Garments
Fresh and
Odor Free**

Does not contain
masking perfumes
nor formaldehyde

One pack (1-12 oz. bottle
of Erase Concentrate and
Applicator bottle with
Spray Dispenser) Makes
15 bottles \$4.50

Four Pack (4-12 oz. bottles
of Concentrate-4 Applicat-
or bottles) \$4.25 ea.

Signal Chemical Mfg. Co., Inc.
5020 Richmond Rd. Bedford, Ohio

Write For
FREE
Booklet

Eliminate a major operating cost...

...with

NEW J-M



Now, for the first time, cut the heart out of one of your biggest operating losses . . . *and* solve the whole problem of free fatty acids . . . with new Johns-Manville Hysweet*.

SLASH DETERGENT LOSSES

In charged systems, Hysweet removes practically no detergent from solvents. It even removes less than activated carbon. Hysweet also lets you operate for almost indefinite periods without distillation.

END ACID BUILD-UP

Hysweet is the first sweetener ever to provide

complete control of free fatty acid build-up in all systems. That's because Hysweet selectively adsorbs all the undesirable free fatty acids better than any other sweetener or sweetener-substitute available today. Meanwhile, Hysweet keeps your filter pressure lower all day long.

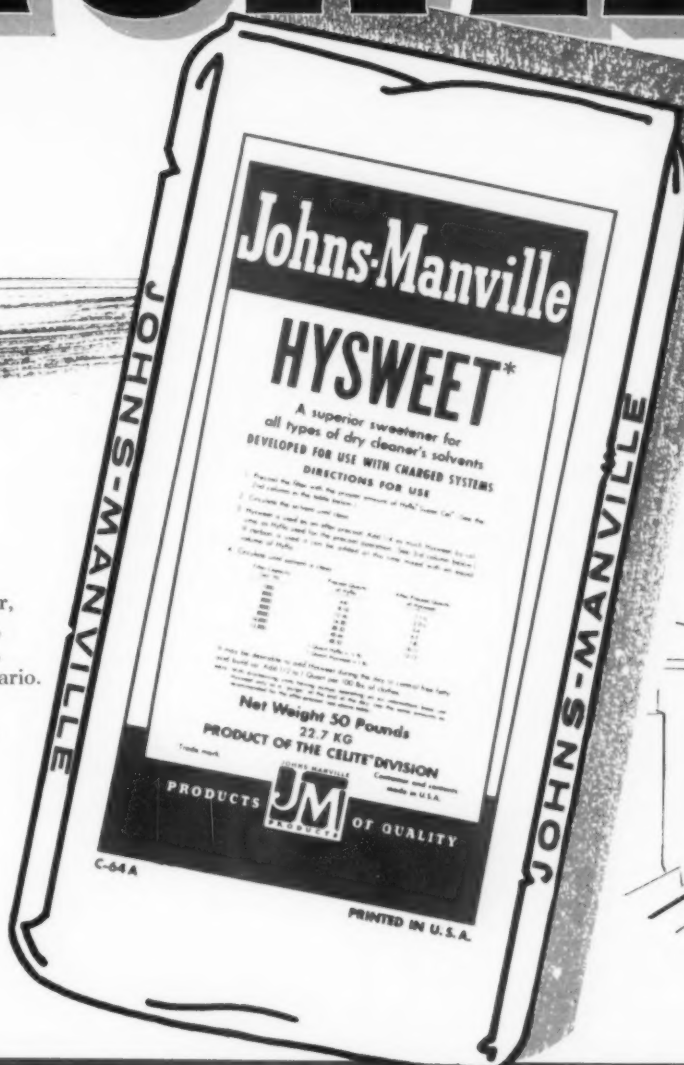
USE HYSWEET WITH HYFLO

For best results, Hyflo* filter aid should always be used with Hysweet. Together, the two permit longer cycling and sweeter solvent, free of both solubles *and* insolubles.

JOHNS-MANVILLE

and control free fatty acids completely

HYSWEET



For the location of your
nearest Hyflo-Hysweet dealer,
write today. Johns-Manville,
Box 14, New York 16, N. Y.
In Canada, Port Credit, Ontario.

*Hyflo and Hysweet Trade Marks
Reg. U. S. Pat. Off.



JOHNS-MANVILLE
JM
PRODUCTS



Neal Amiot plots out a territory for direct-mail campaign

Continued from page 50
prove quality. This is evident in a change recently made in shirt packaging. Previously, only a shirtboard and band were used. Shirts were wrapped in brown kraft paper.

When the shirt finishing unit was transferred from the downtown store, the plantowner purchased a shirt pack that combines a board and collar support in one piece. Shirt bands were imprinted with the name of the plant. But that's not all that was done to upgrade the looks of the finished shirts. Each shirt is individually wrapped in a poly bag. The complete order is placed in a paper sack and

sealed with a gummed carrying handle.

The new method of packaging costs about 2 cents more per shirt. But Mr. Amiot believes that a good-looking shirt package offsets cut-price competition over a period of time. Base price for shirts is 25 cents.

As a special service Amiot Cleaners also offers shirts delivered on hangers at the customer's request. Hanging shirts are covered with a blue poly bag. Not long ago a display was set up in the call office featuring a rack of shirts in poly wrap. So many people commented favorably on the method of packaging that now about 10 per-

cent of total shirt volume is returned on hangers.

Another point that the plantowner is particularly proud of is the repair department. According to Mr. Amiot, the department has always been a losing proposition. But he would never know exactly how much business he might lose if he didn't have this service available. The repair lady in charge of the department has been with the plant over 20 years, attesting to her ability to take care of every type of repair service.

Speaking of length of service brings up the point that more than 75 percent of the 35 employees have worked for the firm over 15 years. Three finishers in the drycleaning department at one plant have 20 years of service each to their credit.

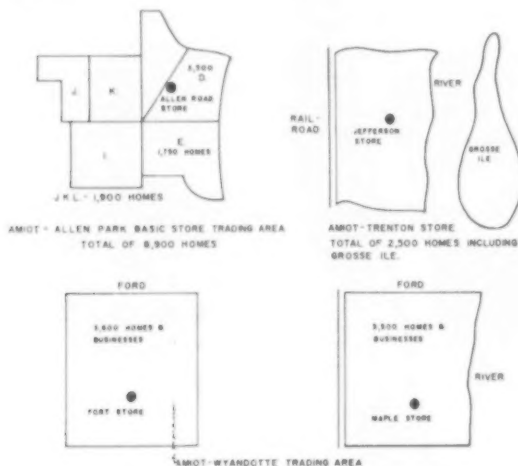
High advertising budget

Consistent advertising and promotion have played an important role in the development of new business at Amiot Cleaners. Generally, direct-mail advertising has been the most successful for the plant. However, various suburban newspapers have been used from time to time. About 5 percent of gross sales is spent on advertising and promotion during the year.

A clearly defined program has been outlined for the plantowner to follow before suburban neighborhoods are canvassed with direct-mail pieces. This means a program based on market

Continued on page 83

Typical example of market study prepared for plantowner Neal Amiot before kick-off of direct-mail campaign in suburban neighborhood

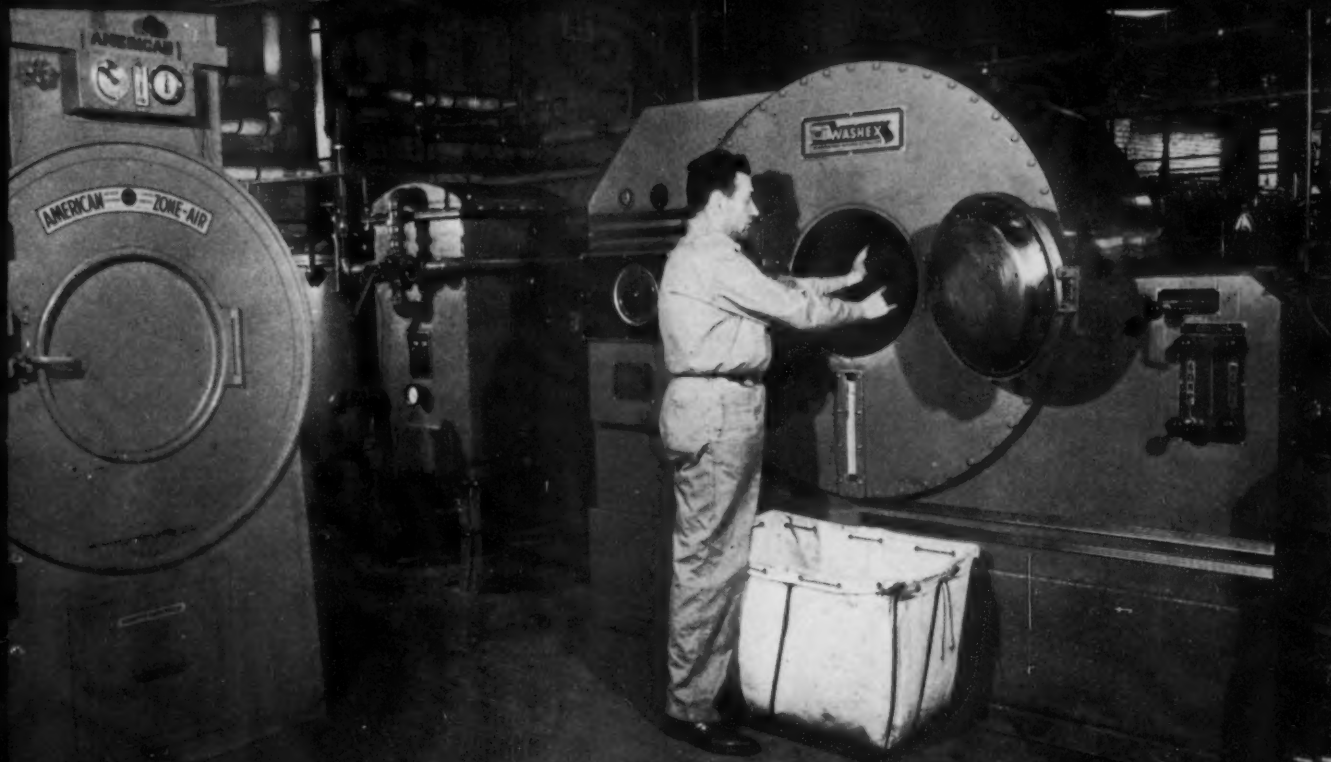


SUGGESTED MAIL ADVERTISING PROGRAM FOR AMIOT CLEANERS

A minimum of two mailings to potential customers is the only way in which success can be assured for the advertising dollar spent. 37,000 pieces will be released on the following schedule:

AMIOT-Allen Park Store			
December	.. Area C-D	5,250	
January	.. Area E-J-K-L	3,650	
February	.. 2nd mailing to all above	8,900	
AMIOT-Wyandotte . . Maple Street Store			
December	.. First mailing	3,500	
January	.. 2nd mailing to above	3,500	
AMIOT . . Fort Street Store			
December	.. First mailing	3,600	
January	.. 2nd mailing	3,600	
AMIOT-Trenton . . Jefferson Store			
December	.. First mailing	2,500	
January	.. 2nd mailing	2,500	
GRAND TOTAL OF ALL MAILINGS		37,000	

	December	January	February
Quantity per month	14,850	13,250	8,900
Production costs of pieces	\$1,142.50	\$662.50	\$445.00
Postage used	\$ 297.00	\$265.00	\$178.00
Monthly totals	\$1,441.50	\$927.50	\$623.00



experienced operators choose **WASHEX**

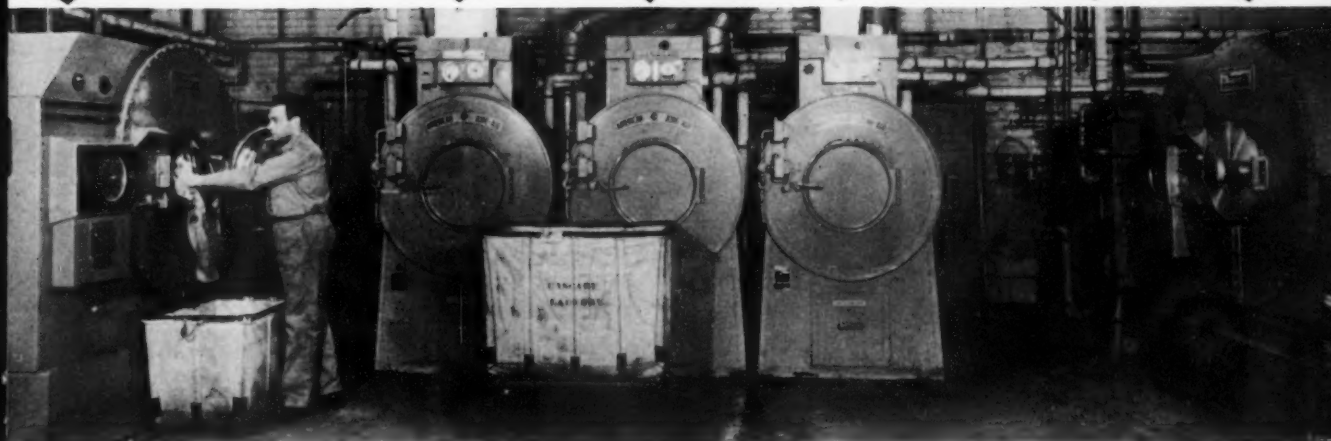


WASHEX "100"

TUMBLERS

Tube Filters

WASHEX "100"



Yes, the largest laundry operator in the East prefers WASHEX for these obvious reasons:

- Superior and fastest cleaning with an open pocket, non-confining cylinder.
- Saves more labor than any other machine
- Simplest to load and unload—just like a tumbler
- Versatile automatic and manual controls
- Most rugged and dependable in performance

Like most experienced operators, Cascade Laundry knows the value of good equipment...and WASHEX is **their** choice.

For synthetic or petroleum cleaning equipment, investigate the merit of WASHEX for you. Just attach this ad to your letterhead and forward to us. No obligation of course!

2299

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •

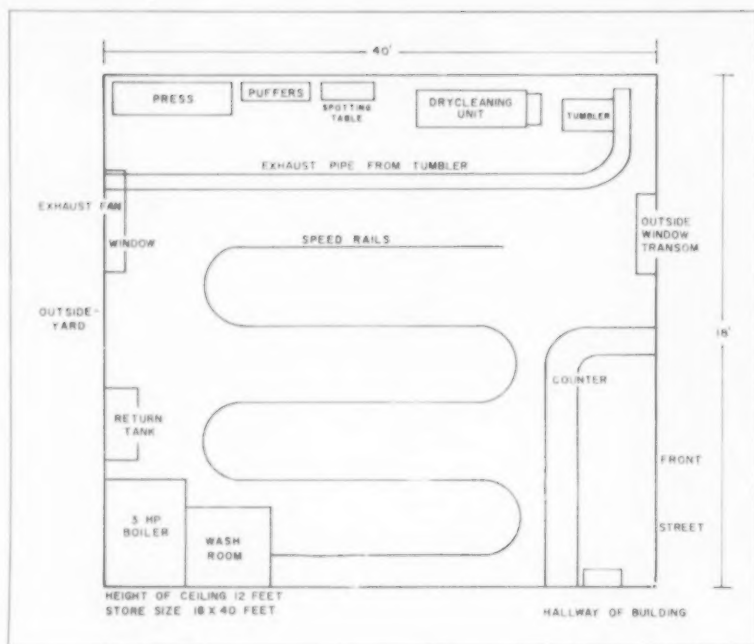


Fig. 1. Drycleaning plant with nonopening window and transom on street front, small entrance door, one rear window. Problem is condensation from high, humid air in summer months. Solution is to get good air movement going

Emergency Control Over Humid Plant Air

By JOSEPH C. McCABE

MODERN BUILDING DESIGN favors low buildings with ground-hugging effects that give low ceilings and large roof areas. In the summer months when the hot sun starts beating down on buildings, special problems may arise.

The drycleaning plant, as we all know, compounds the problem with some in-plant humidity builders such as presses, spotting boards and other equipment. Naturally, the question of what can be done comes up.

Move the air

Humidity depends on temperature, of course. But if you can develop air movement the sticky effects of humidity seem to lessen. What's more, if the air movement is consistent and

somewhat strong, the moisture from plant equipment may be swept up in this air stream and not produce the troubles from condensation some plants experience.

We had one case presented to us recently, where a cleaning plant was located in a comparatively close area, 18 feet by 40 feet, and with a ceiling height of 12 feet. (See layout—Fig. 1.) On hot, humid days the various pieces of equipment giving up moisture would overload the carrying ability of the air. As the air touched walls, pipes, speed rails, similar surfaces it would cool off and leave moisture drops clinging to these surfaces. As the day wore on these moisture droplets would fall off on to the clothing.

The sketch of Fig. 1 points up the

problems—namely, a very limited fresh-air inlet, relatively strong heat load and an exhaust pipe running the length of the plant. While the latter might be a comfort in winter, it does not help in cooling or dehumidifying the plant during the summer months. The only possible solution (outside of an expensive air-conditioning installation) is to install a power roof ventilator.

Since the majority of drycleaning plants in this country are one-story buildings, we are assuming in this case that there is a roof directly above the production area. If not, special ductwork would be required.

Architectural considerations

Power roof ventilators (Fig. 2) help provide exhaust systems which are lowest in cost. They occupy no usable floor space and keep building costs down on a dollars-per-square-foot basis. They also eliminate the necessity of long runs of ductwork to fan rooms and thus reduce sheet-metal costs.

The elimination of the long runs of ductwork also serves a secondary purpose. It allows more space for and easier access to electric wires and water pipes which must run through joists between ceiling and roof. This is especially important in those types of single-story buildings where a skylight is used for illumination.

Multiple roof-fan installations with very little ductwork frequently have many advantages which can be secured with little or no cost over that required for installations of comparable capacity using one large exhaust fan and duct system.

Now that the design trend is to low, ground-hugging buildings, there has been an objection on the part of architects to anything that will detract from this desired effect. This has been recognized by manufacturers of power roof fans and they have modi-

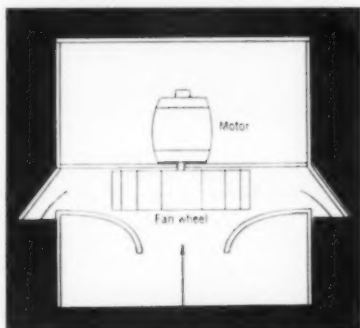


Fig. 2. Typical arrangement of direct-driven centrifugal power roof ventilator

NATIONAL CLEANER & DYER

*Fast... efficient
easy to operate!*

HUEBSCH SAVE-O-SOLV

SOLVENT RECOVERY TUMBLER

SAVES DOLLARS **in reclaimed solvents!**

Huebsch Save-O-Solv is your answer if you are looking for a tumbler that deodorizes fast... and, at the same time, assures maximum recovery of Perchloroethylene solvent.

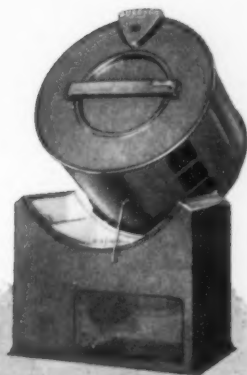
SAVES HOURS **in servicing time!**

The Huebsch Save-O-Solv can be cleaned in seconds! There is nothing to disconnect, and no pipes, panels or bolts need be removed!

For complete information and specifications, send for SAVE-O-SOLV circular.

HUEBSCH ORIGINATORS
MILWAUKEE 1, WISCONSIN

World's largest manufacturer of commercial tumbler-dryers



Cleans in seconds!

Merely tilt the top back, as shown above. The interior is instantly exposed for quick, easy cleaning and maintenance.



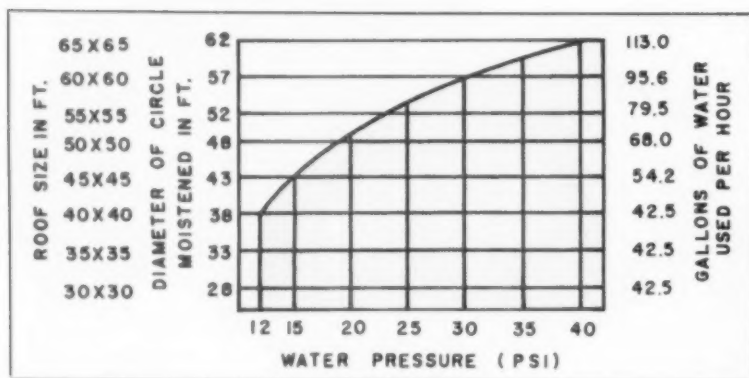


Fig. 3. Curve shows roof area sprayed at various pressures and water needed. Chart data help in spacing nozzles

fied their designs so they will add to the appearance of these buildings.

Selection of roof fans on this basis is not a matter of engineering but a matter of taste. It would be unfortunate if appearance led to the ignoring of mechanical features. Fortunately, there is a variety of well-built power roof fans with different styles of housings to meet varied tastes.

The primary architectural requirement for power roof ventilators is a low silhouette. The minimum over-all height that any fan can attain is limited by the height at which the fan wheel must discharge, and the additional space required above the wheel for the motor and drive compartment. Room must also be found for back-draft dampers in the duct riser to the fan.

Traditionally the discharge height for roof fans in colder climates has been 20 inches from the roof. On old-style buildings with parapets which could act as snow fences and pile up snow drifts on the roof, this height was found necessary. On new-style buildings this condition no longer exists. One of the larger manufacturers of roof fans now shows a discharge height starting at 5 inches for smaller fans and going up to 12 inches for larger units. The traditional 20-inch height is now reserved for extreme northern latitudes.

Use of a narrow fan wheel will cut down on the over-all height of a fan, but such a practice is not justified since this saving in height will have to be made up by noisy or inefficient operation.

The size of the motor compartment is restricted by the frame size of the motor required for the job. One manufacturer eliminates the motor compartment by mounting the motor outboard of and alongside the fan wheel. This arrangement does eliminate much

of the motor compartment height, but in turn requires an unsymmetrical fan housing.

The nesting of the motor compartment within the fan housing has been one of the most successful methods of reducing over-all fan height. Space limitations restrict this design to direct-connected fans, but within their performance range, fans of this style have considerably less height from the discharge point to the top of the fan.

The proper comparison of heights of two fans of corresponding capacity must take the fan discharge point as the common datum, since it is the fan height which counts, and not the distance from curb base to fan top.

Symmetry is being emphasized in fan design as it becomes increasingly important that fans present an attractive appearance at any angle from which they may be viewed.

Airflow conditions

Regardless of the type of fan used, exhaust systems have many design characteristics which are well known and well established. While consideration is always given to the need for good airflow conditions at the inlet to a blower-type exhaust fan, this is not always true of centrifugal roof fans.

If a roof ventilator is to exhaust the quantity of air for which it was selected, inlet airflow conditions must be as good as possible. Where there is a long duct up to the fan there is a natural straightening of the air stream. On single-story buildings where a duct must be short, duct turns should be used at the elbow from the horizontal to vertical to provide uniform flow up the riser and prevent a pileup of air which will result in reduced fan efficiency and in fan vibration.

The modern power roof ventilator is not too far removed from the old exhaust fan indicated in Fig. 1. If it is impossible to put the fan up on the roof it can be mounted on the outside wall, and the full window area used for the inlet duct connection. Second, the fan can be so capped that it will discharge at right angles to the window and hence shield the interior from inclement weather.

Roof possibilities

If you have access to the roof with the opportunities to place a number of roof ventilators without worrying

1. Less than 0.04 gallon of water per square foot per hour keeps roof cooler than surrounding air.

2. The smaller the water droplets, the more water contacts air to bring water near wet-bulb temperature.

3. Because water sprayed isn't fine enough, it's easier run on-and-off, or run continuously and broken finer by hitting revolving wheel. Then sprayhead rotates to throw water over larger roof area.

4. Elevation of 45 degrees throws water over greatest area.

about ductwork your plant may be made reasonably comfortable without any other steps. Should you care to further your plant's comfort conditions and have access to the roof, you might consider roof cooling. Roof cooling is not new, but hasn't been widely used until recently. Water is a very good coolant. It is cheap, effective, easy to get to roofs, and very little is needed.

But water is not easy to apply in a very small quantity to a large surface. To make water do a good job, it must be applied in fine droplets that have had close contact with plenty of air for attaining wet-bulb temperature before they hit the roof. If that is done, even hot water can be used.

Equipment needed

Since there's no nozzle made to spray only 0.04 gallon per square foot per hour the "rain nozzle" must operate on-and-off. That reduces

Continued on page 62

*Soft
as
Silk*

WEARS

LIKE

IRON ...

*the Qualitex Sun Glow**

*TRADE MARK

Pad and Cover

for dry cleaning presses

SUN GLOW Covers provide ideal pressing surface longer than any other cover on the market. Tests prove that Sun Glow Covers last 28% longer than any other type.

SUN GLOW Cover combined with the famous Qualitex foam press pad, delivers better finishing than any other cover and pad combination.

SUN GLOW Pad and Cover is guaranteed in writing to last a minimum of 4 months.

ORDER A QUALITEX SUN GLOW PAD AND COVER FROM YOUR JOBBER TODAY—After a short try on one of your presses, you too will join the many progressive dry cleaners who have switched to the Qualitex Sun Glow Pad and Cover.

Quality

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WORLD'S LARGEST MANUFACTURER
OF DRY CLEANING PRESS PADS AND COVERS

4248 North Elston Ave.,
CHICAGO 18, ILL.



FROM MORE THAN 50 YEARS RESEARCH AND EXPERIENCE...

From Adco's laboratories comes the Miracle Method of Cleaning . . . the result of more than 50 years research and experience. This perfect combination of water white charge soaps backed by Adco's "Klean", triple strength Super Activated Carbon, guarantees you maximum efficiency of plant operation . . . maximum quality cleaning. Faster and more economically!

*Only Adco Products
produce these results!*



OVER 60 ADCO ENGINEERS TO SERVE YOU!

ADCO'S MIRACLE METHOD OF CLEANING

FOR
PETROLEUM SOLVENT PLANTS



FOR
PERCHLORETHYLENE PLANTS

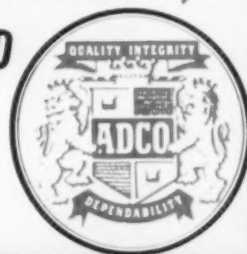


QUALITY GREATLY IMPROVED—COST CUT 30%
DISTILLATION ELIMINATED WITHOUT DETERGENT LOSS

Triple X Dri-Sheen and Perk-Sheen have eliminated dark solvent in the charge system. Now it is possible to maintain light colored solvent even with a 4% charge. Neither of Adco's charge soaps is removed by the use of Klean, Adco's Super Activated Carbon. Your solvent remains water white and free from impurities. You enjoy faster movement of garments through your plant while greatly improving the quality of your cleaning.

For the first time in drycleaning history you are guaranteed purification of your solvent **while you are cleaning**. Through the use of Klean, Adco's Super Activated Carbon, in your filter, your solvent remains continuously pure. Your garments are continuously rinsed in **pure, clean** solvent from the beginning to the end of each run.

Results - cleaner, brighter clothes...faster and more economically!
**WORKS PERFECTLY IN ALL CONDUCTIVITY AND
HUMIDITY CONTROLS**



Adco, INC., SEDALIA, MO. Manufacturing Chemists Since 1908

Continued from page 58
hourly output. Either that or the rain nozzle must cover a large area. In both cases the nozzles must be installed at the correct elevation above the roof's surface and where the roof-surface temperature is average. Usually a fairly central location on the roof is right.

Too low a pressure reduces coverage but does not reduce total quantity of water per square foot. Too much pressure loses water to the air by atomization. The curve in Fig. 3 shows pressures from 12 to 40 p.s.i. that can be applied to a nozzle. A

roof cooler with T-slot performs as shown by the curve. Its nozzle is turned to control water-jet impingement against the wheel. Only enough water should strike the wheel to rotate it.

A small angle is used with higher pressure. Adjustment for 40 p.s.i. won't work for 15 p.s.i. because the jet misses the wheel and water won't cover the area.

Laying out the installation

The performance curve shown (Fig. 3) is for laying out any installation.

You need an outline sketch of the roof, this diagram, and available water pressure to find the number of coolers needed. Then find the best location for the coolers. Aim your pipe plan for lowest cost and for smallest variation in pressure drop. Up to six nozzles seldom require more than 1/2-inch pipe.

If the pipe stretches over 10 feet on the roof, fasten only one end to the roof because of expansion and contraction. Fix the piping only at the point where the riser pierces the roof. This eliminates the chance of leakage. Terminate the riser in an angle valve. When finished, push it down so the outlet rests on the roof and apply mastic paint around it.

Where there's danger of frost (north of the Mason-Dixon Line), provide for a draining system in the fall. The lowest point is usually near the shut-off valve. Install a pet-cock or small drain valve above it. If there is no drain, remove the shut-off valve bonnet for draining.

The curve, Fig. 3, does not show performance for less than 12 p.s.i. because it takes that much pressure to start the cooler. However, roofs only 30 feet wide are being served at less than 12 p.s.i. by using a higher pressure for starting. In that case, the final pressure adjustment is not made with the roof valve. Working pressure is adjusted without observing spray nozzles. Start with the shut-off valve wide open, then throttle the flow until the gauge reading shows the right pressure. # #

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... frantic efforts and double-talk by substitutes to equal the efficiency and economy of the

Pre-Marked Strip Tags, have been futile, — just added proof that there are no substitutes for the system that

Pre-Marked Strip Tag field representatives are as near you as the post-box, — just mail coupon below, for a personal conference free from any obligation, — this visit will prove invaluable to you!

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You can't Beg, Borrow, or even Buy "TIME"...but you CAN spend it!

... Read how to earn more \$'s for your time!

...for Operators of large and small plants — in effecting a time and money-saving (far more profitable), marking identification, control of work flow, and final assembly!

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Get your free copy of this hot-off-the-press edition, loaded with proven applications to all marking identification systems, — with illustrations.

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ADDRESS _____ CITY _____

ZONE _____ STATE _____

WASTE YOUR TIME

Getting The Sales From Sales Training.
By Edward F. Ruder, Sales Executives Publications, 1421 Olive St., St. Louis 3, Missouri.

This new volume deals with many elements of training that can be adopted by management in its relationship with plant personnel.

The newest training techniques and principles are given a practical application, including role-playing — or ways that management can handle situations similar to those new salesmen will face on the routes. Workshops, brainstorming sessions, memory and reading tests and speech improvement methods are also discussed in a clear, easy-to-read style.

Mr. Ruder tells how to get the maximum sales from training supplements including sales contests, manuals and group meetings.

The author also includes several chapters that will aid in the recruiting and hiring of new sales personnel both on the routes and in the call office.



CISSELL QUALITY

KNOWN THE WORLD OVER

—built into CISSELL DRYERS



8-STAGE HEAT CONTROL

Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 FIXED stages of heat assure that temperature is positively maintained—and every drycleaner knows how important that is!

DELIVERS 2650 cu. ft.



FAST DRYING
Cissell Dryers in all sizes deliver large volumes of air for fast drying and complete deodorization.

OF AIR PER MINUTE

42" x 42" SIZE

Separate motors for fan and basket.

When door is opened basket stops, fan continues to operate, exhausting vapors from room . . . keeping dryer area comfortable.

Cissell Drycleaning Dryers are modern in cabinet design. Install them side-by-side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than one minute. Double walls provide extra strength . . . **KEEP HEAT IN BASKET.** Perforations in basket shell are extruded to provide smooth surface. Air filters are standard equipment on 42" x 42". Every feature is a Cissell quality feature—known the world over. Check, compare!

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber



*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". **ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

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Exclusive!
ANOTHER
"FIRST"
in National

Part II



Tanks should be drained every day to remove condensate

Are You Getting the Best Results From Your Solvent?

Here are maintenance suggestions for the petroleum plant

By ART SCHUELKE

IN SPITE OF INROADS made by synthetic solvents, petroleum still remains the workhorse of our industry. It is reliably estimated that two out of three plants use some form of petroleum solvent. This includes regular Stoddard, 140° F. and the new modified Stoddard which is quick-drying at low temperature. The latter is just a little over the cost of regular Stoddard, but becomes competitive with perc so far as drying time and deodorization are concerned.

Manufacturers on the approved list of the National Institute of Drycleaning spend a considerable amount of time and money to bring us the best products possible. But there is no solvent—petroleum or synthetic—that will not contaminate in our plants. On rare occasions it may occur even before the petroleum solvent is delivered to the plant. Some careless tank-truck driver may fail to flush the compartments after using the truck to deliver some other product.

Contamination in plant

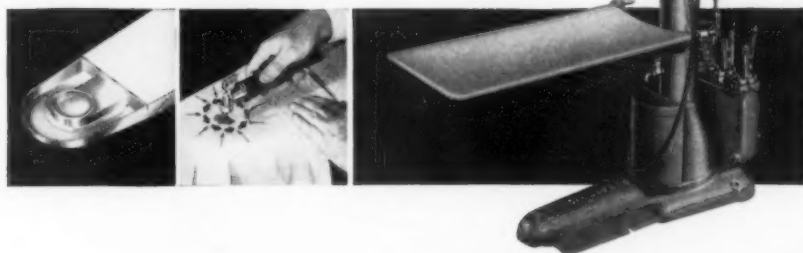
Or we can start contamination of a fresh load of solvent by having it put into dirty storage tanks. Faulty distillation practices are the worst offenders. Failure to use activated carbon daily adds to the problem. Even the



Good piping is one requisite for quality cleaning. This plant has all of its pipes underground for better housekeeping

CISSELL EQUIPMENT

in use the world over



get amazing results with the CISSELL VACUUM SPOTTING BOARD

CONCENTRATED VACUUM DOES IT! It has everything . . . dry, moist, or wet steam and a *concentrated vacuum*. Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with *the best in spotting equipment!*

Powerful concentrated vacuum . . . on tips of both spotting board and swinging sleeve board—keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled—its white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber



CISSELL

condition of the washers and filters contributes to contamination and poor drycleaning.

With the exception of the rare delivery problem, the responsibility lies with the plantowner. There are many who have firmly established solvent maintenance programs, but some do this sporadically if at all. It is costing these plants money, through loss of customer goodwill, through increased spotting and finishing expense.

Maintenance in equipment

So let us first explore what must be done to properly maintain petroleum solvent in the equipment itself. This involves the tanks, the washers and filters, and the still (the heart of good solvent maintenance).

One of the leading petroleum solvent firms recommends that tanks be cleaned at least once a year, preferably twice a year. This is the method they find to be effective:

1. If possible, remove all of the solvent from the washers, filters and tanks.
2. Use a solution of 10 to 20 pounds of trisodium phosphate per 100 gallons of water as the cleaning solution. This mixture should be heated with steam in the washer to about 200° F. (just below boiling).
3. Fill the washer and filter with this solution and circulate for 20 minutes. Have the filter screens removed. These should be cleaned separately (the procedure will be described later).
4. Drop the solution through the dump lines and pump to supply tanks; both the new and used solvent supply tanks.
5. If possible, reheat the solution and circulate in and out of the supply tanks three or four times until they appear to be clean.
6. Dump this cleaning mixture to the sewer.
7. Follow the same procedure with clear, cold water.
8. If, after one rinsing of the complete system, the water appears cloudy, a second rinse should follow.
9. At the completion of the clean-out, make certain all water has been drained from lines, traps, etc.

There is another formula which can be used to clean tanks. But before describing it, a suggestion in the previous chapter of this series bears repeating. That is, to drain about 10 gallons of solvent from the dump tank each morning.

If underground tanks are used, the

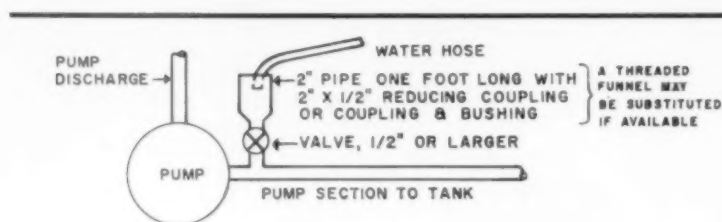


Fig. 1. Simple installation designed to keep vacuum pump cool

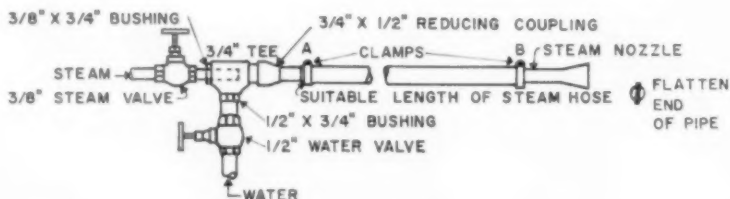


Fig. 2. Combination steam-water gun for cleaning filter screens. (1) Get stream of water from nozzle about size of lead pencil. (2) Then turn on steam. Note: 3/8-inch nipple must extend beyond side opening in tee

Courtesy Butler Manufacturing Co.

10 gallons should come from the bottom suction line. In the case of overhead tanks, the solvent should be taken through the drain valve at the bottom of the tank. This solvent should be deposited in a muck tank or open drum for settling.

This practice doesn't replace boiling of tanks. It merely supplements that operation. It slows down rancidity caused by dirty water at the bottom of the tank. Other impurities cling to the sides of the tank that require boiling.

Alternative tank-cleaning method

Here is how a major machinery manufacturer suggests cleaning the tanks. Let the solvent run as low as practical, then remove all solvent from the tanks and store it in drums. Often the solvent supplier will help in providing storage facilities.

For each 100 gallons needed to fill the tank, use the following chemicals:

- 15 pounds of flake caustic
- 10 pounds of sal soda
- 5 pounds of trisodium phosphate

If these chemicals aren't available substitute 30 to 50 pounds of flake caustic per 100 gallons of water. Whatever is used should be dissolved in water before adding to the tank, and before the process is started the tank should be full of water. Check all vents to make sure they are open.

On underground tanks, connect a 1/2-inch steam line to the dirty suction side. This is the line that goes to the bottom of the tank. On aboveground tanks the connection is made to the

bottom drain line. The steam should be turned on gradually.

Here is a word of caution. Steam should never be turned on full blast into caustic water. It boils easily and violently. A "feather" of steam will do the trick.

When the water begins to boil, steam and water will shoot out of the vents. The steam should be cut back just to maintain boiling. Boiling should continue for about one hour. The solution is then pumped out. If left in the tank to cool, it's possible that the congealed "gunk" will be too heavy for the pump to handle.

On the other hand, a suction pump will not handle hot water. Figure 1 shows how to make a connection to keep the pump cool and operative. With this setup the pump is started and the 1/2-inch water-line valve is opened slightly so that the funnel will remain nearly full. This requires coordination between the volume of water and the valve opening.

As the pump picks up the hot solution it will become hot, too. That's all right so long as it keeps pumping. If it quits, then it is necessary to use more cold water.

If there is some question as to whether the tank is empty, stop the pump and pour some cold water in the tank. Prime the pump and if the water brought up is cool, the job has been completed.

The tank should then be refilled with water which is brought to a boil and kept boiling for about 20 minutes. This should flush out any remaining dirt and grease. This is pumped out in

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Amazing effectiveness in removing soil and spots . . . no lint or static . . . gives garments that clean, fresh odor. Pace-Perk really cleans—whites are whiter, colors brighter.

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. . . the super-activated carbon especially developed for modern charged soap systems which use high-powered detergents like Pace-Perk.

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DARCO—REG. TRADEMARK, ATLAS POWDER COMPANY

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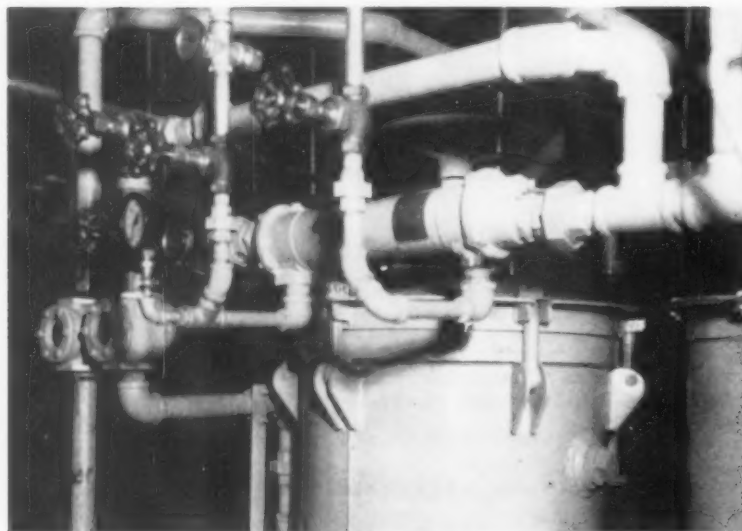
CALED PRODUCTS CO. INC.
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PIONEERS IN DEVELOPMENT OF SPECIAL SOAPS FOR SYNTHETIC SYSTEMS





Clean solvent at proper charge concentration reduces spotting



Proper controls help increase solvent efficiency

the same manner as the cleaning solution.

A word of warning: Flake caustic is lye and can cause severe burns to the skin and eyes. All contact with it must be avoided. When handling it, the operator should wear safety goggles or a face shield. While making solutions, the caustic should be added slowly to the surface of the solution to avoid violent spattering. In case of any contact, immediately flush the skin or eyes with plenty of water and get medical attention. I've seen such an accident happen, and it's not a pretty sight.

Filters need the same careful attention as tanks. In most petroleum

plants flat or tubular screens are most commonly used. We will devote our study to the proper cleaning methods for those. Once, and preferably twice a year the screens should be removed. This should be done carefully to avoid damage to the screens and fittings.

Flat screens should then be placed in a tank or tub in a vertical position, just as they are when inside the filter. The container must be tall enough to completely immerse the screens.

The cleaning solution is water to which caustic soda has been added at the rate of 1 to 2 pounds of caustic for every 5 gallons of water. This is brought to a boil by injecting steam and then the screens are placed in

the solution to be treated for at least 30 minutes.

Next, the screens are rinsed in another container of boiling water, then steamed thoroughly from top to bottom with wet steam. (See Fig. 2.)

Here are two important things to remember: First, the steaming must be done immediately, before the screens cool off. If that happens, the impurities will harden on the screens and be almost impossible to remove. Second, start at the *top* of the screen and work down so that the impurities will be flushed away as the work proceeds.

Only one screen should be done at a time. As the steam flushing is finished, the screen should be wiped dry and then placed in a drying cabinet or boiler room where the warm air will completely dry it before it is put back into the filter. It's a good idea to do this on a weekend so that the screens have sufficient time to dry.

Cleaning with steam only

If you have tubular filter screens and they aren't too dirty, here is a suggestion for cleaning them with steam only. Obviously they should be cleaned from the inside out. To do this, take an ordinary $\frac{3}{8}$ -inch pipe about 4 feet long. Thread and cap one end. Then, for a distance of about 12 inches from the cap, drill a series of small holes at 90 degree centers.

Connect the other end of the pipe to the steam line. Remove the tubes from the filter and place the $\frac{3}{8}$ -inch pipe inside the tube all the way to the end. Turn on the steam and slowly withdraw the pipe, meanwhile turning it with a twist of the wrist. This will flush the entire surface of the tube, from top to bottom.

There may be some cases where a plant is not equipped or inclined to take care of its own screen boiling. Any local electroplating or radiator shop will do the job for a modest cost.

Before getting into a discussion on how to clean stills, there are certain good operational procedures that should be reviewed. For example, stills should always be run at their rated capacity. Each still is designed with a certain volume area for vapor. If the vapor is pushed through this area at a velocity greater than the designed factor, there is a good chance for carry-over of impurities.

Furthermore, condensers are sized to match the still's capacity. Condensate comes over too hot and then wa-

Continued on page 78

"Flighty Perc's" Ex-Love... "Specials"!

"Oh boy! ...
lots of specials
today."

"What goes? I am
tumbling — must be a
'Loadtrol' on this
d---d thing!"

"This is it. I'll just hide
in the padding of this
coat and wait my chance
to escape. No tumbling in
this small load."

"I'm trapped. I'm fouled
up by Hoyt's 'Loadtrol'
and the
Cooldown Cycle!"

That's right, "Flighty,"
reclaimers with Hoyt's
patented features keep
right on reclaiming
regardless of load size

"Curses, it's work, work
work for me now I've
tangled with Hoyt
features."

Fantastic Cost Cutters

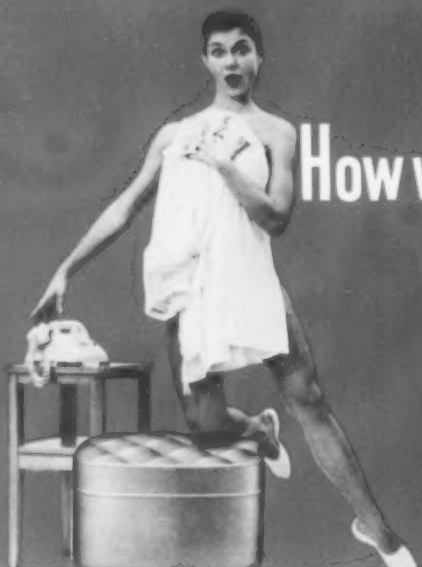
The "Loadtrol" with its Controlled Tumbling gives top drying and reclamation to all size loads — plus wrinkle-free garments. Boost your profits even more. Just be sure your vapor adsorbers and reclaimers have Hoyt features. Write:

HOYT

MANUFACTURING CORPORATION

Forge Road,
Westport, Massachusetts, U.S.A.

Dry Cleaners: Profit by reading future episodes in the sly life of "Flighty Perc"
(valuable perc solvent vapors which were formerly air-wasted)



How would YOU solve Liz's PROBLEM?

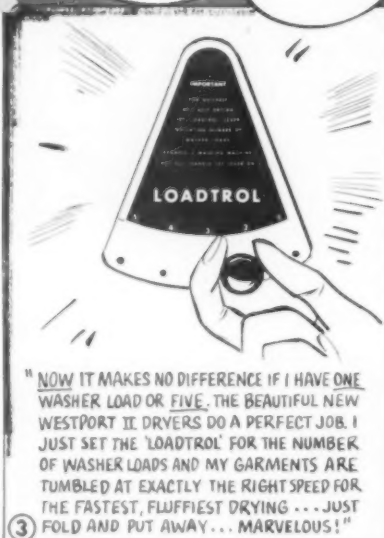
"I NEVER COULD TELL HOW MY CLOTHES WOULD COME OUT. WHEN I HAD A BIG WASH, THE GARMENTS DRIED NICELY, AND QUICK. BUT WHEN I HAD A SMALL LOAD, THE DRYING WAS SLOW, THE GARMENTS BADLY CREASED AND THEY HAD A BOARDY, HARSH FEELING."

①



"KITTY AND JANE RAVED ABOUT THIS NEW STORE AND ABOUT THE WONDERFUL WAY THEIR CLOTHES WERE DRIED. I DECIDED TO COME HERE, TOO."

②



"NOW IT MAKES NO DIFFERENCE IF I HAVE ONE WASHER LOAD OR FIVE. THE BEAUTIFUL NEW WESTPORT II DRYERS DO A PERFECT JOB. I JUST SET THE 'LOADROL' FOR THE NUMBER OF WASHER LOADS AND MY GARMENTS ARE TUMBLED AT EXACTLY THE RIGHT SPEED FOR THE FASTEST, FLUFFIEST DRYING... JUST FOLD AND PUT AWAY... MARVELOUS!"

③



"NO WONDER EVERYBODY FLOCKS TO THIS STORE. ONCE YOU'VE USED THE 'LOADROL' YOU WOULDN'T BE SATISFIED WITH ANYTHING LESS MODERN. I'M WILD ABOUT 'LOADROL' AND SO ARE MY NEIGHBORS."

④



"AND THERE'S NO LINT PROBLEM WITH THESE WESTPORT II DRYERS. THE LINT FILTER IS SELF-CLEANING AND THE FILTER CLEANS ITSELF EACH TIME THE MACHINE IS STOPPED. THIS MEANS THAT PLENTY OF WARM AIR IS CONSTANTLY CIRCULATED THROUGH THE GARMENTS AND EVEN MY MOST DELICATE THINGS DRY QUICKLY, UNIFORMLY AND SAFELY."

⑤



⑥

LIZ'S PROBLEM COULD HAVE BEEN SOLVED IN A NUMBER OF WAYS, BUT WE THINK WE SOLVED IT MOST ECONOMICALLY WITH THE WESTPORT II WHOSE FEATURES COST US OWNERS NOTHING EXTRA... GET THE WHOLE STORY ON THESE RUGGED, GAS-SAVING, TIME-SAVING DRYERS, COMPLETE WITH METER AND ALL FEATURES INCLUDING "CONTROLLED TUMBLING." (PATENT PENDING)

HOYT MANUFACTURING CORPORATION
Forge Road, Westport, Massachusetts

Please send me illustrated bulletin describing your Westport II Dryer with "Loadrol."

Name
Company
Address
City State

HOYT

AUTOMATIC DRYERS, RECLAIMERS AND CHILLERS



This is the third of a proposed eight coin-ops. Firm opened first four within a seven-month span

This Story About Cinderella Is No Fairy Tale

Progress report reveals solid gains under sound management



This coin-op, in a wealthy neighborhood, hit its break-even point in two weeks



By ART SCHUELKE

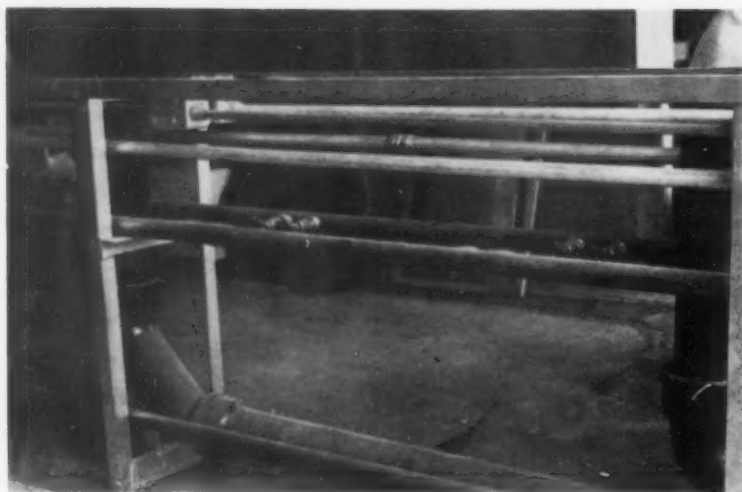
BACK IN JUNE 1956 we brought you the story of some young men who had come into the drycleaning field without previous experience. The report, involving Cinderella Cleaners & Launderers, Inc., of Richmond, Virginia, told of many innovations tried by the then neophytes who didn't know certain things "couldn't be done." They tried them and did very well—at that time.

Among their early efforts were such ideas as in-plant training of counter sales personnel. They used tape recordings of actual customer interviews to sharpen up the girls' sales techniques.

They had the counter girls on an incentive basis. They used microfilming to keep their records economically. They pushed sidelines, such as box storage and shoe repairing.

While everything the men were trying seemed to work, I must confess

Counter area in same store handles dry-cleaning and regular laundry services. Sliding doors behind two curtains protect garments, cash register at night



Prefabricated piping for coin-op saves money and time. It can be financed and depreciated just like a piece of machinery



Sewer, water and electrical connections are all in one spot to accommodate the prefabricated plumbing

that the article was written with tongue in cheek. After all, these youngsters running this plant had only put their ideas into effect for a few months, relatively speaking. Was it a matter of luck? Would the percentages catch up with them?

Nearly three years elapsed since our last visit. It was high time to check on these young upstarts. So we went back to Richmond. Before I get into the progress report in detail, let me quickly state that this is no flash-in-the-pan operation. The plant is doing better than ever.

In the 1956 article, for example, we mentioned that they had a storage vault in one of the branch call offices

to take care of the volume of box storage they then enjoyed. At the time of our second visit they were in the process of installing a refrigerated storage vault in the main plant to handle the increased volume.

But this is a small example. Let me tell you about some of the more significant developments.

As of October 1958, there was but one coin-operated laundry in existence in Richmond. The enterprising members of this firm started the first coin-op at that time in conjunction with cleaning, laundry and shoe repairing. (With a very interesting angle, as you will presently see.) Before the end of May 1959, Cinderella Cleaners &

Launderers, Inc., had *four coin-ops* going, with plans for four more.

Because of Cinderella's success with coin-ops, the city of Richmond has been adding new installations in this field at the rate of better than one a week. Most are being put in by professional cleaners and some laundry plants.

When the company, headed by E. "Shoe" Shoemaker, first thought about coin-ops, they wondered about industry thinking concerning locations. General sentiment seemed to be in favor of low-income areas. In line with their "radical" thinking, they decided to try high-income areas.

Choice of neighborhood

There were some good reasons behind this. First, they had two branch offices in better-than-average communities that had extra space for such an operation. Second, they felt that coin-ops offered a service to rich and poor alike that wasn't being met by professional cleaners or laundries.

Even though homemakers in these communities had maids and home washers, they could wash and dry special loads faster and cheaper in the coin-op. Instead of spending a couple of hours a day, two or three times a week, at home for peak loads, these could be done in one fell swoop—more cheaply—at a very convenient location.

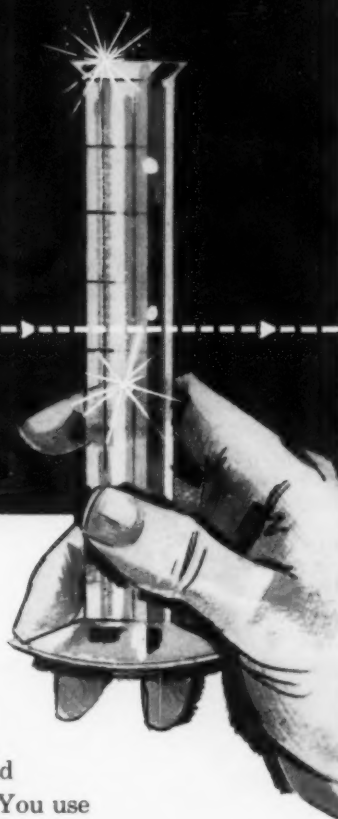
It was a big gamble. The first installation, with 16 nine-pound washers and four driers, cost \$14,000. The second, in a similar neighborhood, consisted of 20 nine-pound washers and 10 driers and involved some \$19,000.

But the gamble paid off. The latter plant hit its break-even point in two weeks. It is realizing a shade better than 50 percent profits. The former was breaking even within 30 days and produces a fair profit, although not quite up to the other installation.

The two newest plants (not in operation at the time of this writing), are in more "conventional" neighborhoods. That is, they are located in apartment areas and where heavy traffic predominates. All are tastefully done, with excellent lighting, and a hygienic atmosphere prevails.

Each outlet has a counter to take care of cleaning and laundry. The storage area for will-call work is partitioned off from the coin-operated laundry. A cloth curtain suffices in the daytime to keep this separate while the counter girl is on duty. At night a sliding door with a padlock protects the stored garments, as well as the

"EAGLE-PICHER" FILTER POWDER...



1. filters your solvent better
2. at lower pressure
3. for longer runs

You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use less filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

Ask your supplier for Eagle-Picher Filter Powder. If unavailable in your area, contact us. You'll be money ahead with Eagle-Picher.

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General Offices: Cincinnati 1, Ohio

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STREET ADDRESS _____

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cash register and display items which are moved into the padlocked area. During the day the counter girls make sure that the coin-operated laundry section is clean and that the equipment is properly waxed.

Cinderella has air-conditioned two of these laundries. The cost for each outlet is estimated at some \$2,000, for refrigerated units. Since most homes in the part of the country in which they are located are air-conditioned, the management feels it must offer this same convenience in the laundry operations.

It is important to point out that the men who run Cinderella lease all their outlets—even the main plant. It seems this is the trend in industry. For example, in the supermarket field, even the counters and shopping baskets belong to a parent firm and are used on a lease arrangement. So far Cinderella Cleaners has confined its leasing only to the property on which it operates. In most cases it acquires either 5- or 10-year leases with options to renew for an additional 5 or 10 years. Equipment for laundering, water heating and the like are the property of Cinderella Cleaners.

Water heaters in the smaller plants

can produce 700,000 B.t.u. (like the first installation). In some of the newer installations 900,000 B.t.u. are provided for, in case expansion is needed. And *this* is important: The units are set up to keep the water on constant circulation. That is, as the water heater generates hot water, this water flows through the lines and comes back to the heater, thence back to the feed lines.

Thus, each and every washer has water at the exact heat the wash-load requires. This may seem like a small item to plantowners, but not to the housewives. It's a problem many early entrants into the coin-op field have found tough to combat.

But are the new cold-storage vault and coin-ops all these boys have done? Not by a long shot. They still do an excellent job of training their sales personnel—both route and counter. And that's not all.

In the five years they have run the business they have spent some \$50,000 in new drycleaning equipment alone. While no accurate figures were readily available, I know that at least \$200,000 has been invested in new equipment throughout the plant. The shirt finishing department has been

completely air-conditioned, for example. The drycleaning finishing department also has the same type of evaporative air conditioning. Next summer the marking, assembly and other flat-work finishing sections will also be air-conditioned.

We just mentioned the large investment in the drycleaning department. This involved a radical switch from petroleum to synthetic solvent, in spite of the high volume of work handled. And like everything else this plant does, they went all the way.

They installed two cleaning units. One handles 60 pounds per load, the other 120 pounds per load. Temperature controls for heating and cooling are a must here, not only on the cleaning cycle but in the special processes, like silk sizing. Cinderella has also installed a vapor reclaimer to capture the vapors in the air. They claim to be getting from 24,000 to 25,000 pounds of cleaning per 55 gallons of perc. Moisture controls have also been installed to take care of the cleaning operation; to insure top quality.

More new ideas

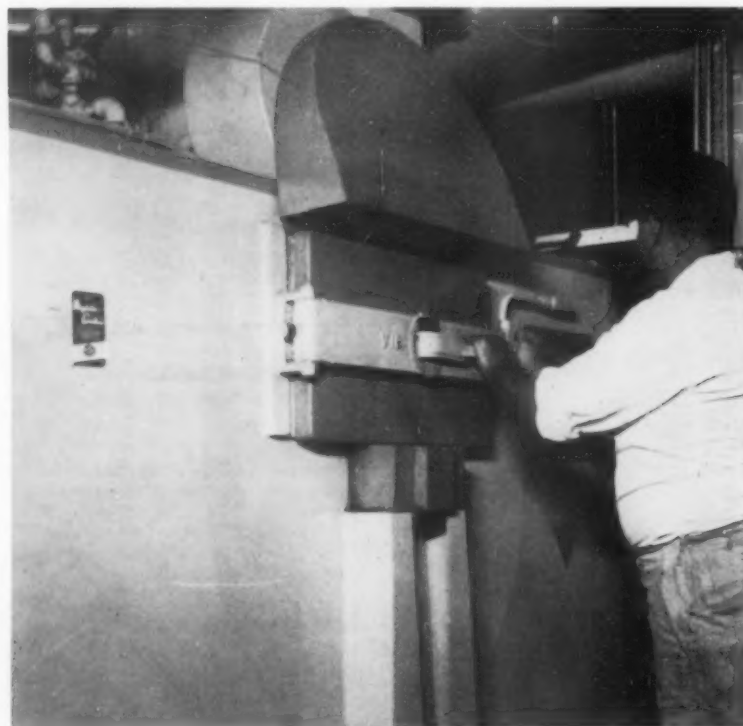
Some other innovations since our last visit here are two hours of hi-fi recorded music for plant workers each day. The plant found that music all day long loses its effect. Just a few hours of inspiring melody keep the production workers on their toes.

Cinderella has also added two-way radios on its trucks. It saves a lot of the drivers' time and speeds service.

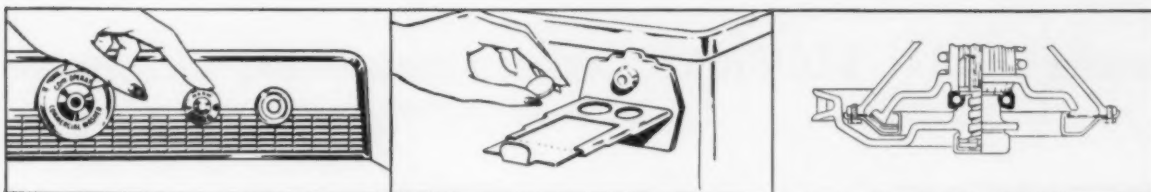
And speaking of route selling, this plant pays its route salesmen on commission only. But because it backs up its men with a sound merchandising campaign and the proper sales skills, the salesmen all make a very lucrative living. Turnover is negligible.

When we brought you the 1956 report, the plant had nine routes. Today it has 11, in addition to 8 branch outlets. (Some four of these are activated by coin-operated laundries, or will be soon.) Fleet equipment is presently evenly divided between domestic "heavy" equipment and the small import jobs. According to management, the smaller trucks are cheaper to run, so far as maintenance goes. But the pay load is nowhere as good as can be obtained from an American standard-size vehicle, so management states.

All in all, Cinderella seems to be doing even better than we last reported. It's hard to believe! For years we have heard that such things don't pay off. But apparently they do . . . if customer convenience is backed up by quality and sound salesmanship. #



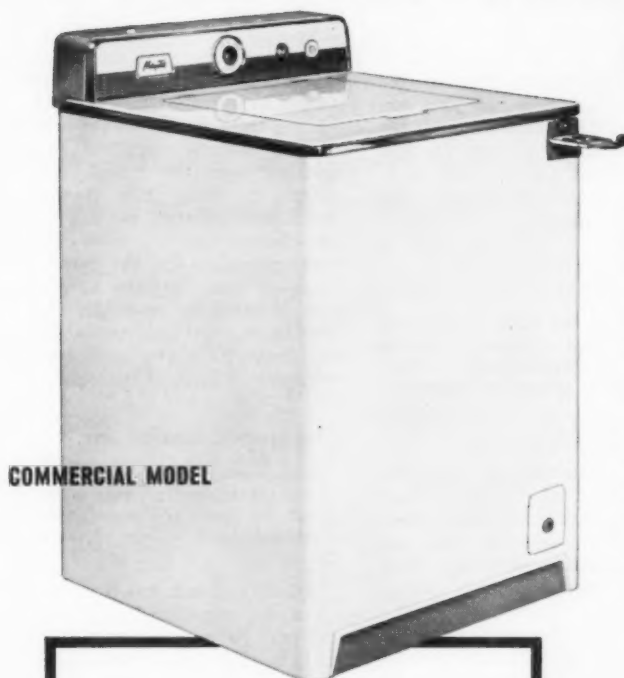
This 120-pound unit plus another 60-pounder handles the drycleaning. Units are completely automatic; include temperature and moisture controls



Simple to operate. Customer selects water temperature, inserts coin. The rest is automatic.

Dependable, exclusive helical drive unit is trouble-free.

Announcing the NEW MAYTAG Coin Washer



20 built-in features—specifically designed for coin laundry operation—give you a rugged, tamperproof washer that's foolproof to use!

Now . . . from America's largest manufacturers of home laundry equipment comes the first automatic specifically designed for coin operation, from rust-resistant finish to foolproof coin box. Each of its 20 special features were checked and approved by coin store operators, route operators, and commercial laundry distributors.

Months of intensive testing prove it to be the ideal answer for the coin-operated laundry. And, it gives you all the advantages of Maytag quality, performance and dependability at a competitive price. Check the features at left. (Maytag gas or electric coin Dryers available at low cost, too.)

YOUR CUSTOMERS KNOW

MAYTAG

maker of more than 10 million washers

Check this list of Maytag features approved by coin store and route operators!

- | | |
|--|--|
| 1. Top loading | 11. Tamperproof cycle |
| 2. Front collection | 12. Metered fill (independent of water pressure) |
| 3. Instructions on lid | 13. Automatic unbalance control |
| 4. Red neon "on" light | 14. Safety lid switch and tub brake |
| 5. Built-in meter | 15. Trouble-free helical drive |
| 6. Interchangeable coin slides (single or double, any denomination) | 16. No need to bolt down |
| 7. Separate removable money box (can be equipped with lock) | 17. Self-cleaning tub (926 Lint Removers) |
| 8. Money box is tamperproof ("records" attempts to extract coins) | 18. Thermostatic water valve (with brass body) |
| 9. Bolt-type locks and circular keys used throughout | 19. Rust-resistant, zinc-coated steel cabinet |
| 10. Simple to operate—customer selects hot or warm water, inserts coin | 20. All-porcelain top, lid, wash basket and tub |

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GENTLEMEN: Please rush me full information on Maytag Coin Washers and Dryers, and Maytag Coin-Operated Laundries.

NAME

ADDRESS

CITY ZONE STATE

LEGAL DECISIONS

By A. L. H. STREET

Aggressor Not Covered

Will Workman's Compensation cover injuries to the aggressor in a fight when it occurs during working hours on the employer's premises?

Such a claim was made by a man in Illinois who started a scrap with a fellow employee and was not able to get it stopped until he himself was severely mugged up. He tried to get satisfaction from their common boss by claiming that he had been injured in the course of his employment within the meaning of the local Workman's Compensation law.

However, the Illinois Supreme Court ruled (178 N. E. 886) that while it was true the injury arose out of and in the course of his employment, the injured man was not entitled to complain because he started the fight.

The court said, "Injuries compensable are those arising out of the conditions under which the employee is required to work, and may properly include injuries arising out of a fight in which the injured employee was not the aggressor when the fight was about the employer's work in which the employees were then engaged, but it is not within the content of the statute that an employee be protected against the consequences of a fight in which he was the aggressor, though the fight be over matters of the employer's work in which the employees are then engaged."

Damages for Trousers Only

Does the loss of suit trousers constitute loss of the entire suit?

In a recent decision handed down by the Louisiana Court of Appeal, Second Circuit (Shreveport) the court found that the owner of a pair of trousers, ruined by drycleaning shrinkage, was not also entitled to damages on the suit coat.

The judge upheld the lower court's decision that the cleaner had failed to show that the trouser shrinkage was not due to negligence on his part (Jeter v. Lachle, 106 So. 2d 808).

The Court of Appeals maintained, however, that the plaintiff had not sustained a total loss of the use of his entire suit. A clothier testified that any pair of trousers could be worn with the coat and that the coat could be used as a part of a suit.

It was also observed during the hearing that the coat and trousers had been originally ordered at separate times, and no effort had been made to positively ascertain that matching trousers could not be obtained.

The clothier testified that the trousers could be replaced for \$68, and the court concluded that that was the extent of the owner's damages.

Partnership Duration

Can a partnership of no fixed duration be dissolved at any time by one of the partners?

In the case of Jones v. Styles (109 So. 2d 713) the Alabama Supreme Court ruled that when there has been no agreement by the partners on the duration of the partnership, the firm can be dissolved by any one of its members at any time without his giving reason for doing so.

Liability for Loss

Can a cleaner be liable for the full value of a garment entrusted to him for storage if he has turned it over to a third party without the owner's permission?

On the appeal of a case involving the United States Fire Insurance Co. v. Paramount Fur Service, Inc., (156 N.E. 2d 121) Ohio Supreme Court judges agreed that the retailer might be held liable for loss of a garment on the ground that the owner relied upon storage on the premises, not by a third party.

The owner of a beaver fur coat insured it for \$1,800. In order to secure a low storage rate, she left the coat with a retail fur dealer under an agreement limiting his liability to \$100. The dealer in turn entrusted the coat to a wholesaler under a con-

tract limiting the latter's liability to \$1.

Through alleged negligence on the part of the wholesaler's deliveryman, the coat was stolen from the truck, and the owner collected the \$1,800 insurance. The insurance company sued the wholesaler for reimbursement, and the Cuyahoga County, Ohio, Court of Appeals decided the wholesaler's liability was limited to the \$1 evaluation under which the garment had been received.

An appeal of the decision, however, brought a ruling of seven Supreme Court judges that the wholesaler was liable to the \$100 valuation placed on the coat by the owner when the coat was entrusted to the retailer.

If in this case the owner of the fur coat reasonably supposed that her garment would be stored on the retailer's premises, it is possible she could have collected the full value on the theory that the \$100 valuation was automatically abrogated when the coat was entrusted to the third party—especially since the coat was thereby exposed to increased risk during conveyance to and from the wholesaler's place of business.

Mortgaged Equipment

If a cleaning firm defaults in payment of rent, is the landlord then lawful owner of the firm's equipment which had been mortgaged to him as security for the rent?

Facts of a case heard by the California District Court of Appeal, First District (Kertz v. Paris, 335 Pac. 2d 154) were that a cleaning firm operated on leased premises and mortgaged its equipment to the lessor as security for payment of rent. The firm defaulted in paying rent under a 10-year lease and was dispossessed.

The mortgaged equipment was left on the premises which were then leased to a new tenant, who used the equipment and kept it in good repair. The original owners did not object to this.

The dispute arose, however, when the new tenants, under an order by the city fire marshal, sold a pressing machine and extractor as junk.

The court ruled that the landlord was not liable to the former tenants as he was in lawful possession of the equipment under the chattel mortgage.

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by The NATIONAL CLEANER & DYER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER

305 E. 45th St., New York 17, N.Y.

OLSON

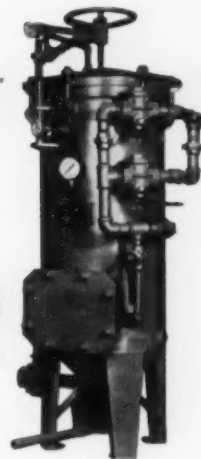
the filter you clean without scraping screens!

Now, messy, time-consuming scraping of screens has been eliminated. In fact, there's no need to even remove them. Or anything else for that matter. Olson Superflow tubular filters, with specially designed "straight-through" screen openings, are automatically cleaned in 1 to 3 minutes. ■ Operation couldn't be simpler. Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



OLSON FILTRATION ENGINEERS

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company





SO YOU'RE PROUD OF
YOUR NEW **SHUR-GRIP**
HANGER...AREN'T
YOU OVERDOING IT ?

W.A.LAIDLAW WIRE CO.
Peoria, Illinois
PITTSBURGH HANGER CO.
Monaca, Pennsylvania



- Holds a high vacuum
- Does not heat solvent
- Quiet operation
- Fast self priming
- Does not block up with lint



For complete information write for Bulletin BQ, pages 9-10

VIKING PUMP COMPANY
Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps
Offices and Distributors in Principal Cities. See Your Classified Telephone Directory

MAINTENANCE FOR THE PETROLEUM PLANT

Continued from page 68

ter is wasted to solve this problem.

With the charged system, lower steam pressures are recommended, too. About 35 p.s.i. will do the job nicely. To repeat from the last chapter, be sure your still is equipped with a low-pressure steam trap to make it efficient at the lower pressure.

The water temperature on the discharge side of the condenser should be about 170° F. for maximum efficiency. Practically all stills are equipped with a thermostatically controlled valve to keep this temperature constant. If for some reason your still doesn't have one, you should install one immediately. Not only will you improve the efficiency of the unit, but you will save water.

It is particularly true with charged system cleaning that there is a possibility of foaming-over or entrainment during the first and last parts of distillation. It is extremely important to divert the solvent distilled during these two periods back to the dump tank. It isn't lost and this prevents contamination of the good solvent.

Many well-run plants use two moisture separators. They have a bypass between the two and have a valve on

the line back to the dump tank, as well as another valve just before the second separator. The first and last parts of distillation are passed through the open valve to the tank, while the other valve is closed. After 10 minutes or so, the valves are reversed and the solvent goes through the second separator and on to the clean tank. Near the end, the first procedure is repeated.

Cleanliness of the rags in the moisture separator is a must. They should be washed thoroughly after every six hours of distillation. This is especially true where a plant has only one separator, or for the first one where two are used.

There has been a long-standing argument among the experts over whether or not the clean rags should be wet or dry when they are put into the separator. One school holds that damp rags absorb moisture more readily. The other faction says why saturate the rags and so limit the additional amount of water they are supposed to pick up. Since results don't seem to warrant favoring one method over the other, to my mind the important thing is to keep the rags clean.

If you are to get maximum efficiency from your petroleum still, it is vital to keep the heater tubes clean at all times. Dirt and grease that build up insulate and prevent proper heat transfer. Some experts suggest that after the regular boil-down, solvent should be brought up to cover the tubes to keep residue from baking on them, which can happen in any empty chamber.

The cleanout cover should be removed once a month to check the condition of the heater tubes. If this is done regularly, any small accumulation that is noted can be easily removed. This is done by playing a high-pressure steam-water jet or a small jet of steam against the tubes.

A steam-water jet is also used for cleaning filter screens after boiling. Figure 2 shows how to make one.

At least 50 pounds of steam pressure should be used with the water mix. This will melt and flush away the dirty accumulation. The bottom drain valve should be left open so the residue can go down the sewer.

If the tubes have been neglected, more drastic action is needed. This involves hot alkali or caustic water. One manufacturer suggests that the cleanout cover be removed and replaced with a 1-by-6- or 1-by-8-inch board covering the bottom portion of the opening. This should have holes



Today, the well dressed shirt wears **POLYETHYLENE**

There's something extra fresh . . . almost spanking new . . . about laundered shirts packaged in clear polyethylene. Customers respond to polyethylene packaging, and this response can build laundered shirt business for you.

Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages and even save them for dozens of uses afterwards.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

Polyethylene film works well in packaging

operations . . . resists tearing . . . can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

Polyethylene film is now clearer than you've ever seen it before. One of U.S.I.'s polyethylene resins — PETROTHENE® 207 — has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.



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Division of National Distillers and Chemical Corp.
99 Park Ave., New York, 16, N. Y.
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...serving all 49 states, Hawaii and Puerto Rico by mail

Most orders shipped back within 24 hours of receipt

Convenient one-stop source for garment, rug, household fabric and commercial linen dyeing . . . suede and leather cleaning, glove cleaning, reweaving, flameproofing, showerproofing

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drilled into it to conform to the holes of the cleanout cover and the bolts should hold it in place.

When this has been done a mixture of water and caustic and lye should be poured through the opening above the board into the boiling chamber. The mixture should be made up of 1 pound of caustic or lye to 5 gallons of water. The solution should come to the top of the heating tubes.

The steam line should then be cracked and the solution brought carefully to a boil. It must be done with a watchful eye so the solution doesn't boil violently and splash on the floor and the still body. Boiling should go on for 15 minutes to half an hour until the coils are clean.

The solution should be dumped and the coils checked for cleanliness. If they're still dirty the procedure must be repeated. After cleaning, the chamber should be filled to the same level with clear water and this brought to a boil, then dumped. After cleaning, the board is removed and the cleanout cover is replaced. The still is ready to operate again.

It is important to maintain the still vacuum pump properly, too. All grease cups should be full at all times, using automobile front-bearing grease. This is especially necessary where grease comes into contact with the

solvent. On the pedestal bearing, any hard-cup grease will work.

It's important to keep the stuffing box well lubricated. Force grease into these parts (while running) *every time you start the still*. If the still is run all day, it should be done at least once during the middle of the day. *Failure to keep grease cups full of the proper grease is the one most important single cause of vacuum failure*. I have been in scores of plants where lubrication was a sometime thing.

The frequency of distillation depends upon many factors. Speaking generally, the more often it is done, the more constant will be the purity of your solvent. If it is done seldom, the solvent builds up impurities over a protracted period. An extra load is put on the still and cleaning quality is slowly but surely declining. If distillation is done often, the peaks and valleys of solvent quality are leveled off.

And don't forget that daily treatment of your solvent with activated carbon. It's a cheap investment for quality cleaning.

One would think that after the solvent has done its task of cleaning garments, its contribution to plant profits is finished. And it can be generally assumed that high-quality solvent, clean tanks, filters, good distillation,

proper use of detergents and temperature controls are the major portion of the story. But not all of it.

Extraction and tumbling both play an important role in solvent costs and profits as well as quality. Do you have any idea how much solvent is going up the flue in your plant? How much or how little depends a great deal upon how efficiently your cleaner uses your extractor. With older equipment, how much solvent your extractor squeezes out of the garments depends upon how long your cleaner keeps the clothes on the drainboards. (It should be at least 10 minutes.)

Getting back to extractor efficiency, time here is again the important element. There is a happy compromise between maximum solvent removal and wrinkled garments caused by overextraction. Length of extraction at the right speed should turn out garments that have a solvent retention of from 12 to 18 percent, wrinkle-free.

At this figure, solvent costs will be in line, garments will be easy to finish and the deodorizing cycle will be within normal limits. The garments will not be subjected to abnormal abrasive action.

Here is the way you can determine whether or not your petroleum solvent retention is within the 12 to 18 percent range:

1. Select a test load and predry (moisture can affect calculations).
2. Weigh before cleaning.
3. Clean, drain and extract.
4. Weigh load.
5. Deodorize and reweave.

The load is predried and weighed to determine the actual weight of the garments without moisture. The only variable remaining is the weight of the soil present, which is not enough to matter in these calculations.

After draining and extraction, the load is weighed. The increased weight over the predried figure is the solvent and moisture added during cleaning. If you add the water manually, it is a simple matter to determine the liquid weight of the moisture (16 ounces equal 1 pound). This weight is deducted from your calculations since it has no bearing on solvent costs. The final weighing after deodorization is the check on your original load weight. For example:

Weight after predrying	50 lb.
Weight after extraction	58 1/2 lb.
Amount of water added to load	32 oz. (2 lb.)
Calculation	58.5 lb.
Less water	2.0
	56.5

Predried weight	50.0
	6.5 lb. = weight of solvent
(solvent weight)	6.5 ÷ 50.0 (dry weight) =
	.13 or 13% solvent retention

Continued on page 82

Coast to Coast

NETWORK RADIO

SPARKS NEWEST **Stā•Nu**

PROMOTION!

GUNSMOKE

**MOST POPULAR "WESTERN" ENTERTAINMENT
CBS RADIO**

Again, Sta•Nu franchise holders will be offered one of the many exciting "firsts" in the dry cleaning industry. Participation in the Gunsmoke program will present the Sta•Nu story to millions of customers and prospects—*your* customers and prospects—provided you are a Sta•Nu franchise holder. But this isn't all. There will be beautiful posters, garment tags and syndicated material tying in the popularity of Gunsmoke and the added value that Sta•Nu offers at no extra charge. For your use locally, there will be sparkling ad mats, handbills, mailers, radio scripts and a new radio transcription. All this adds up to real *impact* through the most progressive merchandising program Sta•Nu dry cleaners, or any other dry cleaners, have ever been offered.

All this...for you...if you act NOW!

This Sta•Nu program with all the attendant sales training materials and counseling services can only help you if you are a Sta•Nu franchise holder. And you can be, provided there is an opening in your territory and you meet the quality standards typical of Sta•Nu plants. We know, through more than seven years experience, that Sta•Nu—the program—the product—and the personnel—can mean money in your cash register through more sales, season after season.

Stā•Nu
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**For a
fast draw
for more sales,
shoot us this coupon!**

STA•NU CORPORATION

5101-15 North Sheridan Road, Chicago 40, Illinois

Gentlemen:

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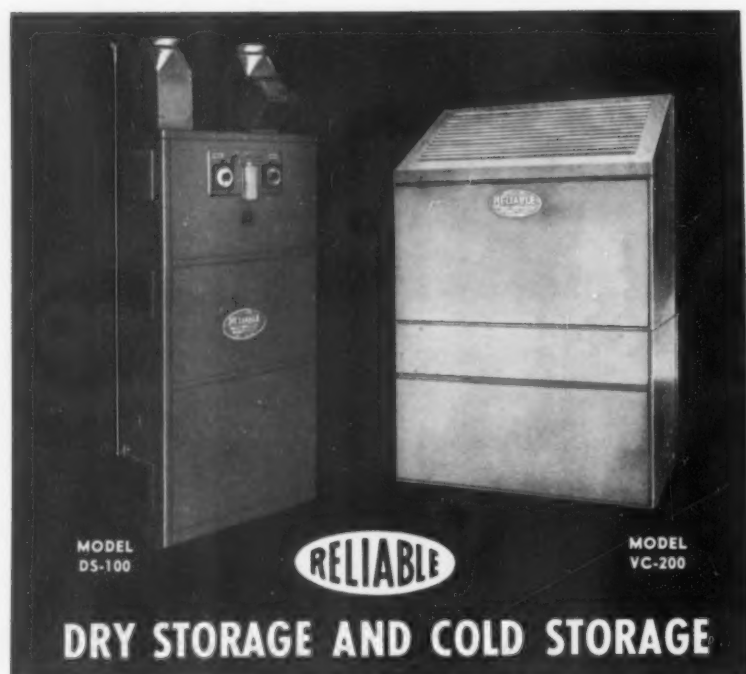
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MAKE ANY PLANT SPACE... INCLUDING BASEMENTS. A PROFITABLE STORAGE BUSINESS!

PLUG IN & YOU'RE IN BUSINESS!

FOR DRY STORAGE . . .
two completely self-contained package units:
MODEL DS-100—serving up to 10,000 cu. ft.
MODEL DS-50—serving up to 5,000 cu. ft.

featuring:

- Automatic and positive dehumidification
- Air purification
- Powerized and filterized ventilation
- Thorough fumigation
- Lowest possible installation costs
- Lowest possible economy of operation
- All duct work supplied; no extras to buy

FOR COLD STORAGE . . . completely self-contained package unit conditioners in sizes for every vault. Undoubtedly the finest of their kind anywhere . . . and they're guaranteed for 5 years. Manufactured to suit your requirements. Just connect electric and water lines and you're ready to operate for profit!

Any of our package unit vault conditioners can be used in conjunction with our fumigation, ventilation and air purification package units to give you the most flexible, efficient and economical system for your vault.

SEND FOR FULL DETAILS NOW!

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET, BROOKLYN 22, NEW YORK

Continued from page 80

If you have no way of accurately determining the water additions, estimate approximately $\frac{1}{2}$ ounce of moisture per pound of garments cleaned.

Watch for these: Excessive extractor speeds or long extractions may save solvent but can add to finishing costs because of garment wrinkling. So long as solvent retention falls between 12 and 18 percent, solvent costs are in line. Overloading of extractors (with conventional equipment) should be avoided. Garments should be packed, but not to the point where jamming takes place. An inexpensive timer is a worth-while investment.

Since solvent is still present in the next operation—tumbling—just a few words about that. The loads should be put into cooled tumblers, especially when the charged system is used. The moisture present in the garments can contribute to shrinking if subjected to high heat. If the load is run at just around 100 degrees for the first few minutes, much of the moisture will evaporate before the higher temperatures are introduced. As most cleaners know, silks should be run at 120 degrees, soft wools at 140 degrees and hard wools can stand up to 160 degrees.

Here again, temperature controls

more than pay their way. They eliminate human error and avoid many costly claims. In addition, they can reduce tumbling time and cut costs.

At the end of the cycle, the load should be tumbled another five minutes on "cold" to reduce garment wrinkling in the baskets.

In our last chapter we suggested that cleaners, whether they use petroleum or perc solvent, make daily checks on its condition. Here is a quick check on whether moisture is present:

Take a clean and dry test tube and half fill it with the solvent to be tested. Add a pinch of anhydrous copper sulfate. Then shake the tube well, and allow the solution to settle for a few minutes. If the sediment has a bluish tinge, then moisture is present.

To test for free fatty acid, a flask and 50 cc graduate are needed. Both should be perfectly dry and clean. If they are washed in water, they should be dried with a clean cloth. If cleaned in alcohol or acetone, no drying is required.

Pour 50 cc of the solvent to be tested into an Erlenmeyer flask. Add three or four drops of phenolphthalein solution. Shake well. Next, using a 100 cc pipette, add five cc of 0.0139 normal alcoholic potassium hydroxide (using synthetic methanol). While adding this solution, shake the flask with a swirling motion.

If pink color appears with the first 5 cc. of solution, the amount of fatty acid in the solvent is negligible. Each subsequent 5 cc of testing solution that must be added to obtain the pink reaction represents acid number of 0.1. If the pink reaction occurs on the second addition, the solvent is all right to use. The third addition, if necessary, means the solvent needs treatment. The point of acid number 0.3 or higher is a danger signal. This test should be made daily. Be sure the potassium hydroxide is fresh.

It all adds up to greater customer acceptance. And that means more sales of detergents and solvents. Everybody wins—especially you. # #

Acknowledgments

We are grateful to the following manufacturers for their generous help:

American Laundry Machinery Company
Anderson-Frithard Oil Corporation
Atlas Powder Company
Benton Sol-Temp Company
Butler Manufacturing Company
Columbia-Southern Chemical Corporation
Detrex Chemical Industries, Inc.
Dow Chemical Company
E. I. du Pont de Nemours & Company
Hoyt Manufacturing Corporation
Johns-Manville
Mercury Cleaning Systems, Inc.
Minneapolis-Honeywell Regulator Company
Prosperity Company
Sarco Company, Inc.
A. G. Vara and Son, Inc.

PLAN YOUR FUTURE NOW

Continued from page 54

statistics prepared before the mailing piece is distributed. For instance, each area surrounding a store or plant is broken down into specific trading areas. Streets are divided block by block throughout any given section. The exact number of new homes to be canvassed is recorded on a map.

The plantowner is furnished with a complete breakdown on the number and frequency of the mailings. Costs are also included. This way he knows exactly how much money will be spent in any given period for direct-mail advertising.

Retail tie-in

One of the most successful forms of direct-mail advertising that Amiot is currently using features a tie-in with a local gift shop. The campaign is entitled "Amiot's Dividend Certificate Plan." With each \$1.50 order for dry-cleaning or shirts at any Amiot store the customer receives a dividend certificate free. Each 15 dividend certificates can be redeemed for one dollar's worth of gifts or merchandise at an outstanding shop.

In effect, the program operates much like a trading stamp plan. But it offers an excellent tie-in with a local store rather than an outside source for prize redemptions. The prestige associated with this personalized gift program has given the plant more publicity than money could buy.

An advertising program outlining specific objectives to be accomplished through different forms of promotion has recently been proposed for Amiot Cleaners. It spells out in black and white a year's program of advertising and pinpoints a variety of media to be used.

Cleanliness is a watchword at Amiot Cleaners. This is evident in every department from the pert and efficient-looking counter personnel to the efficient and well-kept cleaning rooms.

The road ahead

Although the plant is certainly not the largest in the country, it has come a long way since our old subscriber Hubert Amiot started his first modest shop in 1915. Its successful growth can be attributed in large part to an outstanding characteristic of both the founder and his successor — always planning beyond tomorrow. # #



Ask your jobber about:

ZE-DRAPE FOLDER JUNIOR

Now you too will return all your drapes in decorator folds!

\$39.50

Double your drape cleaning volume. New, low-cost, one-operator method. No floor space. Put away when not in use. Up to 42 pleats or 7 panels. Act today and cash in on extra profits.

ZIMMERMAN PRODUCTS
Cincinnati 19, Ohio

Makers of
ZE-GLOW
ZE-GO
Trousers
Anchor

Ask your jobber about:

ZE-GLOW

FOR FURS AND MAN-MADE FURS!

ZE-GLOW—finest low-cost, high quality process for cleaning of furs, man-made furs and cashmeres. Order your Ze-Glow kit now! Process 64 coats or 200 sweaters.

COMPLETE KIT only \$33.00!

ZIMMERMAN PRODUCTS
Cincinnati 19, Ohio

Makers of
ZE-DRAPE folder
ZE-GO
Trousers
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CALL YOUR JOBBER *Today!*

THE NAME TELLS YOU THE STORY!

*for fast, effective
solvent filtration,
there's nothing
that beats
Dicalite Speedplus...*

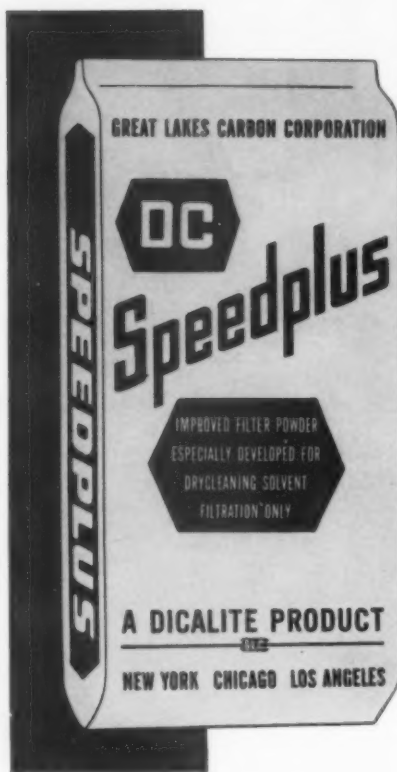
This pure diatomite filter powder,
specially developed for drycleaning
use, is the established standby
with many leading drycleaning
plants because:

- * Speedplus gives fast flow through the filter.
- * Speedplus gives you sparkling clear solvent, free of all insoluble soil — keeps solvent live and active.
- * Speedplus doesn't cut the charge in charged-system cleaning, either in one-bath or separate rinse methods.

*The informative Dicalite Drycleaning
Filtration Manual, popular with good
drycleaners for years, is yours for the
asking. Just write:*

DICALITE DEPARTMENT, GREAT LAKES CARBON CORPORATION, 612 S. FLOWER ST., LOS ANGELES 17, CALIF.

Dependable
GLC
GREAT LAKES
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DIATOMACEOUS MATERIALS



N.I.D. NEWS

Management Graduates: Nine students from five states and three foreign countries completed on April 24

the 49th Management Course offered by the NID.

Graduates pictured are, left to



right: Harvey S. Bodker, DeLuxe Cleaners of Kansas, Inc., Kansas City, Kans.; Ronald D. Gallick, Whitefish Bay Cleaners, Milwaukee, Wis.; Robert J. Wong, Quong Sing Laundry & Cleaners, Newport, R. I.; Carlton C. Coburn, Holiday Cleaners, 2011 N. Field, Dallas, Tex.; N. Roy Hasebe, Tessler Brothers Ltd., Vancouver, B. C., Canada; Douglas B. Mott, Fred's Dry Cleaners, 349 Ninth St., Brandon, Man., Canada; Federico Reich Dunner, Edwin Dunner y Cia, Ltd., Santiago, Chile; David Elliott, American Laundry Machinery Company, Cincinnati, Ohio; Adiel Karmi, Americano, Bulevardi 13, Helsinki, Finland.

#

Patriotic Award: The Freedoms Foundation at Valley Forge has presented the NID with one of its George Washington medals for its national program to foster flag display. The award was made by Dr. Kenneth D. Wells, president of the Foundation, and was accepted by William L. Browne, NID public relations officer, on behalf of the industry.

#

NID Instructor on TV: "Dutch" Rothe, registrar and spotting instructor at the NID, made two television appearances recently on the daily morning women's show, Inga's Angle, featuring Inga Rundvold.

During his first appearance Mr. Rothe explained to housewives how spot removal at home can often be disastrous because of the complexities of today's fabrics. A week later he appeared on the show again, commenting on the need for proper clothing care and emphasizing particular care for clothing about to be stored. Both talks were illustrated with graphic examples.

Each appearance lasted five minutes and, according to the NID, initial audience reaction to the information seemed good. It is expected that future guest appearances for "Dutch" or other NID staff members may be possible.

#

Jersey Shrinkage Study: A study of how to control shrinkage of jersey knit goods will be undertaken jointly by the NID and the Jersey Institute, according to a recent NID newsletter.

The study will attempt to determine the cause of increasing numbers of consumer complaints of shrinkage which occur after drycleaning jersey garments made of 100 percent wool

or Orlon-and-wool blends. The study will include an investigation of various steam-finishing methods used in dry-cleaning with a view to determining to what extent shrinkage can be controlled by special steam-finishing techniques.

The Institutes will also try to develop a testing procedure which will provide the manufacturer with a means of evaluating jersey fabrics for shrinkage control in terms of recommended methods of steam finishing. Both piece goods and garments will be used in the study, the newsletter added.

##

German Team Tours NID: Twelve members of a German Service Industries Team were given the red-carpet treatment recently when they visited the NID as part of their American tour of drycleaning-laundry facilities. One unique feature of their day-and-a-half visit was the use of instant portable translators so the NID staff members' talks could be immediately translated into German.

The American tour, from March 26-May 2, was conducted under the auspices of the International Cooperation Administration, with program arrangements made by Serge A. Birn Co., a management consulting firm.

##

NID Offers Book Matches: Attractive two-color book matches are now available to members of the NID for use as prestige builders. The white-coated stock has the Institute insignia printed in blue and gold on the back cover. The front cover has been left blank for the member's own advertising. A message on the importance of NID membership is printed inside the matchbook in white letters on blue background.

ASSOCIATION NOTES

Fabric Manual Presented: A massive book on fabrics, "Focus on Fabrics," was recently presented by the Dry Cleaners Association of Granite City, Ill., to the Associated Retailers group there to assist in customer relations in the field of clothing quality. The book was given to Al Barnes, director, at a meeting of the cleaners' group. The presentation was made by Mrs. Marie Hampton, public relations chairman of the association.



Sizing that brings praise... brings profits!

A professional sizing job on cottons, taffetas, and other high-style garments is certain to delight your customers. And they, in turn, will tell friends. Their praise builds both good-will and profits.

This high quality professional sizing is assured when you use Street's DRY SIZE. It imparts the desired feel and body to fabrics that require a heavy size...makes them "like new", soil resistant and wrinkle-free.

Street's DRY SIZE can be used in any type operation with perfect results. It is an economical and easy-to-use clear, concentrated liquid completely soluble in any drycleaning solvent.

Free merchandising kit. Forceful, colorful advertising aids enclosed in every case.

STREET'S Dry Size

R. R. Street & Co. Inc. 561 W. Monroe St. Chicago 6, U.S.A.

President Durward Cooley presided at the meeting and a Dow Chemical Co. film, entitled "Care of Clothing," was shown.

##

Testimonial Dinner: Fellow-members of the Southern California Cleaners & Dyers Association honored association-minded Bart Christensen with a testimonial dinner at the Beverly-Hilton Hotel in Beverly Hills, Calif., on April 17, 1959. On hand were 134 members of the association, along with many prominent members of the California State Board of Drycleaners,

to celebrate Bart's election to a third term on the Board.

The successful affair was under the direction of program chairman Abe Mandel. An elaborate cocktail hour preceded the dinner.

##

Local Election: Percy Young of Young's Cleaners, Edmonton, Alta., Can., was recently elected president of the Edmonton Dry Cleaners Association which was reorganized in February. Other executive members are: Henry Todd, David Starko, Hymie Estrin and John Phau.



*Exclusive to the
Dry Cleaning Trade*

EXZYME
PROTEIN DIGESTER

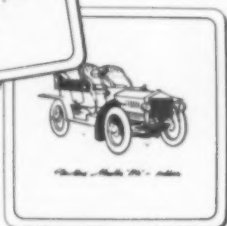
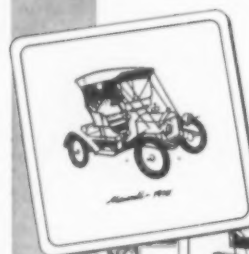
Removes all types of albuminous stains

Safe for fabrics — use in the bath, on the board, efficient, economical and effective protein spot and stain remover. Take advantage of free offer below.

FABST BREWING COMPANY

Industrial Products Division

Merchandise Mart • Chicago 54, Illinois



FREE WITH 3 COUPONS

or with one coupon and 50 cents

**2 ANTIQUE
AUTOMOBILE
PLAQUE MATS**

Beautiful As Wall Decorations
Or Hot Plate Pads

LOOK FOR COUPON IN THE PACKAGE OF EXZYME

QUESTIONS and ANSWERS

Extractor Damage

What has caused the damage to this man's gray suit coat that we have cleaned?—P. C., Canada

We are of the opinion that this garment has been caught either in the tumbler or in the extractor. Most often this kind of damage is done in the extractor when the cylinder is loaded unevenly and one of the garments rubs against the shell of the extractor.

It also could have flopped out of the extractor as it was being extracted or been caught between the cylinder of the tumbler and the outer shell. But it would seem that the drycleaner would have been aware of it being caught in the tumbler.

It would be a good idea to use a cover cloth over the load when it is extracted. Even with the cloth, however, load shifting during extraction sometimes causes this damage.

Cashmere Identification

What percent of this fabric is cashmere?—O. K. C., Texas

We have examined fibers of this material under the microscope and can assure you that the fabric is made from 100 percent wool. It is impossible for us to determine what portion is cashmere.

Cashmere is a very fine grade of wool taken from the Kashmir goat but it has every scale structure that is characteristic of wool so that an accurate determination of percentage is impossible.

Our microscopic examination certainly indicated the fiber to be a fine grade of wool, a good portion of which could be cashmere.

Gabardine Spotting

Can you tell me what causes spots that look like rainwater drops on red gabardine? They appear to do no harm and come out only by steaming.

—C.T.C., Illinois

Such spots on gabardine are not unusual and the fact that they can be removed by the application of steam further indicates that they have been caused by water. Occasionally, however, steaming is not sufficient to eliminate these spots and it is necessary to resort to the use of a fine mist from a water gun followed by steaming.

Sizing of one form or another is quite common in garments today, and when such sizings are water-soluble any drop of water will tend to alter the appearance of the fabric. As you suggested, the customer has evidently been caught in a rain which caused a disruption of sizing wherever the drops hit.

Mineral-Acid Damage

What has caused the holes and stains on these gray gabardine trousers?

—C. C., Alaska

Tests show that the holes and stains present have been caused by a strong mineral acid. The acid most likely to cause this damage is sulfuric acid because it is contained in the common storage battery.

The stains are actually a color change in the fabric caused by the same acid condition. Eventually these areas would probably go into holes, also.

This damage certainly is not the result of any processing in the dry-cleaning plant because strong mineral acids of this type are never used in any of the operations.

NATIONAL CLEANER & DYER

Davies-Young Soap Company Promotes Two



JOHN R. YOUNG

John R. Young has been appointed vice-president of the Davies-Young Soap Company, Dayton, Ohio, it has been announced by Howard Young, president.



J. FRIEDLANDER

John Young formerly served as sales manager of the Dry Cleaning Division. His position has been filled by J. (Morry) Friedlander, former sales promotion manager.

American Laundry Machinery Promotes Two



ROBERT C. PAULY

Robert C. Pauly has been appointed to the newly created post of vice-president, engineering, of The American Laundry Machinery Co., Cincinnati, Ohio, it was announced by James M. Garvey, president of the company.

Mr. Garvey also announced the appointment of Charles M. King to succeed Mr. Pauly as manager of the general engineering department. The appointments were announced at a recent annual stockholders' meeting.

A graduate of Sheffield Engineering School of Yale University, Mr. Pauly has been with American more than 35 years. Since 1946 he has served



CHARLES M. KING

in a dual capacity as chief engineer and manager of the general engineering department.

Mr. King has been assistant chief engineer with American since 1946. A graduate of Pratt Institute, he joined the company in 1928.

Leather Classes Open

The summer session of The Kirkpatrick School of Suede and Leather Refinishing, offering "on the job" training, will be open to drycleaners during the months of July and August, it was announced by Kirkpatrick Specialties Company, Chicago, Ill.

The school is free to quali-

fied drycleaners, the company stated, and study is both practical and theoretical. Classes are limited to 10 pupils per week and advance reservations are necessary.

Availability questionnaires may be obtained by writing Kirkpatrick Specialties Company, 1731 W. Fulton St., Chicago, Ill.

Du Pont Research Center

A new modern research center was opened recently at Niagara Falls, N. Y., for Du Pont's Electrochemicals Department, it has been announced.

The 44,000-square-foot building is located adjacent to Du Pont's manufacturing plant on Buffalo Avenue. It contains 20 laboratories, a constant-temperature room, lunchroom, library, conference room and offices.

Dr. Campbell Robertson, laboratory manager, said the new building will be the focal point for research and development work on products and processes vital to the department's established business. In addition, laboratory personnel will pursue research leading to the development of new products.

Prosperity Center in Rochester

The Prosperity Company, a Division of Ward Industries Corporation, Syracuse, N. Y., has established a factory sales, service and parts center in Rochester, N. Y., according to an announcement by Howard J. Martin, general sales manager, and James Muirhead, general service manager.

The new center, which will serve laundry and drycleaning firms in Rochester as well as in other communities throughout the Niagara Frontier area, will be located at 1166 Brooks Ave. A complete stock of laundry and drycleaning parts will be maintained at the new facility, and a factory-trained parts representative will be responsible for providing adequate parts service to the western New York customers of the company.

The company states that the Rochester center is one of many similar units Prosperity is setting up nationally to increase the number and quality of its factory branch service and parts facilities.

Walter C. Cooper, Eastern regional sales manager, announced the appointment of Donald Fechnay as direct factory sales representative in the center. He also announced the appointment of William F. Bowdren as direct factory sales representative in the New York counties of Orange, Putnam, Rockland, Sullivan, Westchester, Dutchess and Ulster, and Fairfield County in Connecticut.

Stork Heads Texas Plant



E. C. STORK

E. C. Stork has been named manager of the Longview, Tex., plant of the Marlow Pumps Div., Bell & Gossett Co., it has been announced by S. R. Schleicher, general manager.

After eight years as owner-operator of an automotive supply business, Mr. Stork joined Marlow in 1954 as district sales engineer, covering parts of Texas, Louisiana, Mississippi, Arkansas and Tennessee.

The Longview plant, a sales and assembly unit of Marlow, will continue operation as in the past. The main office is in Midland Park, N. J.

Unipress Directors Relected

All directors were relected to the board of the Unipress Company, Minneapolis, Minn., it has been announced by Ira C. Maxwell, president.

Relected board chairman was Morris Landau of Cummings-Landau Laundry Machinery Co. Other directors returned to office were: John T. Davenport, Atlanta Distributing Co., Atlanta, Ga.; I. Brooks, B.S.M. Laundry Machinery Co., Cleveland, Ohio; Norman Enge-



FAMOUS
for a quarter
of a Century



Suede and
Leather
Dyes and
Finishes

"As a superior drycleaner you must assume responsibility for the suede and leather garments you accept from your customers."

WOULD YOU LIKE TO CLEAN YOUR CUSTOMERS' SUEDE AND LEATHER APPAREL IN YOUR OWN PLANT? IT IS NOT UNLIKELY THAT YOU CAN QUALIFY, SO SEND FOR YOUR AVAILABILITY QUESTIONNAIRE.

This is a highly skilled sideline operation for the superior drycleaner who demands quality for his customers. Success will come, however, only if you, your staff and your plant are fully prepared to do this quality type of work.

If you are sincerely interested we would like to know more about you and your plant operation. You will be under no obligation. Simply send for our free questionnaire.

If you qualify, "on the job" training is available for you or a member of your staff in our Chicago plant. Our Suede and Leather School is open in July and August. Classes are both practical and theoretical. There is no charge for this course. The classes are limited to 10 pupils per week. Advance reservations are necessary.

Write to "Kirk" at either of the below addresses.

KIRKPATRICK SPECIALTIES CO.

**7320 Melrose Avenue,
Los Angeles, California**

**1731 West Fulton Street,
Chicago, Illinois**

bretson, F. & E. Sales Corporation, New Albany, Ind.; Hugh G. Henderson, Hugh G. Henderson Co., Houston, Tex.; Willis A. Pellerin, Pellerin Laundry Machine Sales Co., New Orleans, La.; Archie G. Israel, Talley Laundry Machinery Co., Greensboro, N. C.; J. L. Thomas, Ed. L. Thomas Co., Jacksonville, Fla.; and J. J. Cohen, Universal Laundry Machinery Co., St. Louis, Mo.

**VanVoorhis Joins
National Marking**



ELMER VanVOORHIS

Appointment of Elmer VanVoorhis as additional sales rep-

resentative in New York State, northern New Jersey and northern and western Pennsylvania was announced recently by The National Marking Machine Co., Cincinnati, Ohio.

Mr. VanVoorhis has been associated with the laundry and drycleaning industries for many years and before joining National was superintendent of Home Town Laundries, Inc., Teaneck, N. J., for 13 years.

In his new post he will share sales responsibilities for his territory with National Marking's New York manager, F. L. Warner.

Dewey Named Director

James M. Dewey, general factory manager of The American Laundry Machinery Co., Cincinnati, Ohio, has been appointed to the board of directors of that company. He will fill the unexpired term of one of the company's founders, the late Ethan B. Stanley.

Mr. Dewey joined the firm in 1929 as engineer in the Canadian, Rochester (N. Y.) and Chicago factories and in the New York City sales office. Five years later he became assistant chief engineer and since that time has held positions of in-

creasing responsibility as chief engineer and assistant general factory manager. He assumed his present office as general factory manager in 1956.

J-M Promotes Clemens



LELAND P. CLEMENS

Leland P. Clemens has been appointed Cleveland district manager of the Celite Division of Johns-Manville Corporation, New York, N. Y., according to an announcement by W. J. Bucklee, vice-president and general sales manager of the division.

Mr. Clemens succeeds R. J. Amberg who has been trans-

ferred to the company's New York office to head up Cement Additives sales.

A graduate of the University of Southern California with a degree in chemical engineering, Mr. Clemens served with the U. S. Army Air Corps during World War II. He held an executive position with a California mining company before joining Johns-Manville in 1950 as a sales representative for the Celite Division. In 1952 he was transferred to take charge of the newly established Houston, Tex., sales territory and three years later returned to Los Angeles as Celite sales representative.

**Drouillard Appointed
at Pennsalt**

Fred Drouillard has been appointed a sales and service representative for Pennsalt Laundry and Dry Cleaning Products, a division of Pennsalt Chemicals Corporation, Philadelphia, Pa. He replaces John E. Anderson who has retired after serving in that capacity in the Midwest area since 1945.

Mr. Drouillard, who has just completed an extensive training program under the direction of Raymond J. Smith, Pennsalt

regional supervisor, will cover Nebraska, South Dakota and Western Iowa, with headquarters in Omaha.

Keyes-Davis Appoints Bardwell



DEWEY D. BARDWELL

Bardwell Sales, Inc., of Dallas, Tex., has been appointed representative of the Keyes-Davis Company of Battle Creek, Mich.

The firm, headed by Dewey D. Bardwell, president, will cover the territory of Texas, New Mexico, Oklahoma, Arkansas, Mississippi, Louisiana, and the city of Mobile, Ala.

American Names Craft



J. CARL CRAFT

J. Carl Craft has been appointed Pacific Coast and Rocky Mountain States field manager of American Cleaners Equipment Co., Division of The American Laundry Machinery Company, Cincinnati, Ohio, it was announced by I. W. Pettengill, Jr., manager of American Cleaners Equipment Company.

Mr. Craft had many years of experience in sales and service for nationally known manufacturing organizations before becoming associated with the drycleaning and laundry industries.

He was later plant superintendent and business manager of a laundry and drycleaning firm in Colorado, and sales engineer for a large drycleaning equipment distributor in the Rocky Mountain area.

In May 1955 Mr. Craft began his career with American as a drycleaning equipment salesman representing the division in northern California. In his new capacity he will supervise American Cleaners Equipment Co.'s distributor program activities in his territories.

Prosperity Advances Cooper



WALTER C. COOPER

Walter C. Cooper has been appointed regional sales manager of the Eastern group of district offices of The Prosperity Company, a Division of Ward Industries Corporation, Syracuse, N. Y.

In making this announcement Howard J. Martin, general sales manager, said Mr. Cooper will be responsible for supervising the activities and development of the New York, Atlanta, Boston, Cleveland, Washington and Canadian districts.

Mr. Cooper was formerly sales manager of the New York district.

Two Advance at Atlas

Dr. George H. Scheffler, former manager of Atlas Powder Company's Darco Experimental Laboratory at Marshall, Texas, has been appointed research associate in the chemical research department at Wilmington, it was announced by Edward J. Goett, executive vice-president. Dr. Scheffler will assume responsibility for the company's research and program coordination on Darco activated carbons.

Succeeding Dr. Scheffler as manager of the activated carbons laboratory at Marshall is Richard B. Hoots, who has been assistant manager since last July.

COMCO The Water Heater engineered to give you More Hot Water Per Dollar!

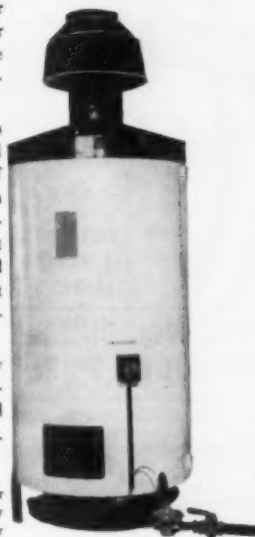
Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

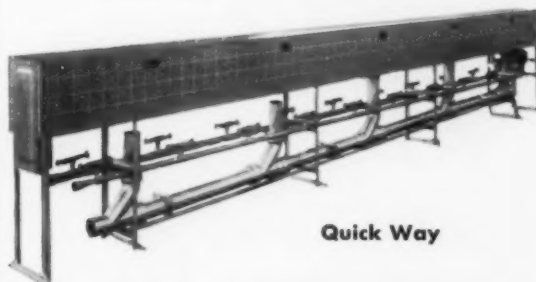
RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour



One Year Unconditional
GUARANTEE,
Four-year Pro-rated
Approved by AGA & ASME
Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton,
518 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

DON'T LET THIS HAPPEN TO YOU



BISHOP Your best assurance of continuous operation of every press is
Leak-Proof Flexible Hose
 NO PACKING...NO LEAKY JOINTS
 Bronze...Trouble-Free

AVAILABLE IN SIZES TO FIT
 ALL MAKES & MODELS OF DRY-
 CLEANING & LAUNDRY PRESSES

**YOU WOULDN'T DRIVE
 WITHOUT A SPARE TIRE**

Keep extra sets of hose on hand for every press

© 1958 B.D.F. CO.

BISHOP DAVID FREEMAN CO.

EVANSTON,
 ILLINOIS

NEW PRODUCTS AND LITERATURE

Continued from page 10

Automatic Synth-O-Saver



The new Super-Automatic Synth-O-Saver recovery unit was announced recently by Detrex Chemical Industries, Inc.

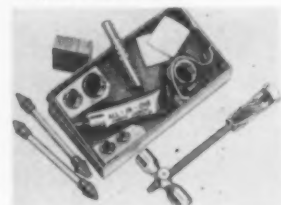
Available in 35-pound and 50-pound (illustrated) capacities, the Synth-O-Saver automatically determines the correct recovery time cycle for every type of fabric and every size load, according to the maker. There are no dials for the operator to set.

H. R. Norgren, Detrex vice-president, noted that other important features of the Synth-O-Saver are: antistatic paddle pads; wide, quick-opening lint

trap doors; nonclogging solvent run-back lines; positive-control damper linkage; automatic steam injection and steam and water shutoff.

For more information write Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.

Cement Mending Kit, Stapler Cuff Tacker



A mending kit that makes it possible to repair burns, rips and tears in garments by means of cement instead of tape has been introduced by Newhouse Specialty Company, Inc.

According to E. J. Newhouse, president, fabric weaves, stripes and design can be matched perfectly. No previous experience is necessary to use the kit and the cement is guaranteed to

NOW—YEAR ROUND SOLVENT TEMPERATURE CONTROL for synthetic or petroleum units WITH THE NEW IMPROVED BENTON SOL-TEMP*

ONE MINNEAPOLIS - HONEYWELL DUAL MERCURY SWITCH GIVES A 3 DEGREE VARIATION AT THE DESIRED SET TEMPERATURE.

HOLDS ANY TEMPERATURE AT A SET POINT WITHIN ONE AND A HALF DEGREES THE YEAR ROUND.

ELIMINATES

- human error
- color bleeding
- stubborn heat wrinkles
- shrinkage in washer

REDUCES

- sizing destruction
- fire, explosion hazard
- solvent discoloration
- many filter problems
- operator illness, discomfort from fumes

SATISFIED USERS

MISSISSIPPI STATE COLLEGE LAUNDRY, Starkville, Miss.
 LANDERS LAUNDRY & CLEANERS, Atlanta, Ga.
 DOMESTIC LAUNDRY, Gadsden, Ala.

For more information WRITE or phone ALPINE 1-8141

BENTON SOL-TEMP CO.

2322 12th Ave. North, Birmingham, Alabama

*Patent Pending



Electric Controls
 \$465.00*

*Does not include refrigerant compressor

AVAILABLE NOW in complete unit including Dunham-Bush's Brunner-Metic Refrigerant Compressor

Jobber Inquiries Invited
 Many Good Territories Open

withstand repeated drycleaning or laundries.

The attractively boxed kit includes detailed instructions, four precision cutting dies, die holder, cutting block, combination hammer and screwdriver, tailor's chalk, two push sticks and a tube of mending cement—enough for 500 patches.

Newhouse Company also announced its new cuff tacker, an attachment that fits on the anvil jaw of the Ace stapler. Mr. Newhouse states that the Cuff Tacker does away with the time-consuming needle-and-thread method by the simple insertion of the attachment

needle through the outer layer of the trouser cuff and a squeeze of the stapler. This leaves the cuff securely stapled from the inside, with the staple completely invisible from the outside.

The company furnishes the Ace stapler with the attachment, or the attachment alone is available for those who already have the stapler. Installation is said to be easy and simple.

For more information write Newhouse Specialty Company, Inc., 3827 San Fernando Rd., P. O. Box 1289, Glendale 4, Calif.

Floor Plan for Lexington Unit Layout



An actual-size floor plan of the Lexington Perc Dry Cleaning unit is now available for use by drycleaners interested in re-

vamping to save space, it has been announced by American Cleaners Equipment Co.

The template locates right on

the cleaning room floor the small 36-by-77-inch space required by the Lexington unit. This enables drycleaners to examine, without measuring tape or guesswork, the fit of the Lexington in an unused corner or similar small vacant area. The plan has white lines on an attractive green background to indicate the arrangement of various components in the unit.

For complete information on the life-size template write American Cleaners Equipment Co., Division of the American Laundry Machinery Co., Ross & Section Aves., Cincinnati, Ohio.

Sanitone Ad Campaign

The Sanitone Division of Emery Industries announces a three-way promotional cam-

paign in cooperation with British Woolens fabrics and Kuppenheimer suits.

The new Sanitone Dry Cleaning Service advertising campaign is addressed to wives and includes full-page, four-color advertising in national magazines and material for the local Sanitone cleaner such as newspaper ad mats, direct-mail literature, clothing button tags.

Sanitone licensees are sent addresses of local Kuppenheimer dealers and urged to work closely with them on a local campaign. Offers of a drycleaning with every Kuppenheimer suit sold during the campaign are among the joint promotional efforts suggested.

For more information write The Sanitone Division of Emery Industries, 4200 Carew Tower, Cincinnati 2, Ohio.

PEOPLE AND PLACES

SOUTH WEST



Mr. and Mrs. Luther Morris have purchased Higgins (Tex.) Cleaners from Mrs. Ann Boughan.

An extensive remodeling project for Baum Cleaners, 238 N. Second Ave., Upland, Calif., has been announced.

Lloyd and Lillie Mathis have announced the opening of Pay-Less Dry Cleaners, 150 N. Third Ave., Oakdale, Calif. Lloyd's Cleaners in Riverbank, also operated by Mr. and Mrs. Mathis, will also be known as Pay-Less.

Ray Barber has purchased Western Cleaners, Bowie, Tex., from Ramon O. Western.

Frost (Tex.) Cleaners was opened recently by A. Rose LeSage. The firm includes a coin-operated laundry.

Richard E. Phillips, owner of La Verne (Calif.) Cleaners, has opened a branch at 262 W. Second St. in Claremont.

Spic and Span Cleaners, Palm-dale, Calif., has opened a branch at 8057 Pearlblossom Highway in Littlerock.

Sparkle-White Cleaners & Laundry was opened recently in the 1800 block of S. Washington St., Beeville, Tex.

Mr. and Mrs. Edwin M. Jackson, Jr., have announced plans to open a drycleaning establishment in Eldorado, Tex.

Richardson (Tex.) Cleaners and Laundry has been moved to larger quarters at 115 E. Main.

Mr. and Mrs. George Bartlett have purchased Ideal Cleaners, Winters, Calif., from John Siranian, who is retiring.

Mr. and Mrs. Hubert Hahn have purchased Model Cleaners, 213 Harrison, Leadville, Colo., from Mr. and Mrs. Richard Fox.

Mrs. Gene Duncan has purchased Ideal Cleaning, 216 Yale Ave., Claremont, Calif.

New drycleaning equipment has been installed at Ellison Cleaners, 139 E. Main St., American Fork, Utah. William Ellison is the manager.

Laura Roudabush and her son, Bruce, have opened a drycleaning establishment at 279 Baldwin, San Mateo, Calif.

Mr. and Mrs. J. E. Jordain, operators of a drycleaning establishment in Richmond, Calif., have opened a branch in Clearlake Highlands.

A MESSAGE TO THE DRY CLEANER:

Recently the Garment Dyers Guild of America embarked on a nationally conducted drive to alert the public to the various savings which can be effected through redyeing.

There are millions of articles in homes stored in closets, items too good to discard and yet not used because wear or partial loss of color has made them unattractive. Most of these items can be rejuvenated through redyeing to give a fresh appearance and added useful life.

Typical items for redyeing are: wearing apparel, drapes, couch cover sets, blankets, shag and regular rugs. The redyeing process obviously saves a fortune in replacement costs to householders.

The dry cleaner is the all important cog, in that it is through the cleaner that items for redyeing are gathered. It is the cleaner who can suggest redyeing of that article which lies dormant. It is the cleaner who can advise the customer that redyeing is necessary when the cleaning process can no longer perpetuate satisfactory useful life of an article.

"Dyeing Saves Buying."

Send garments for dyeing to:

ALMORE DYE HOUSE

DYEING is our ONLY Specialty
4412 Wentworth Ave.,
Chicago 9, Ill.
Leon Teichner, President

Continuously in business since 1919

... the dyeing name of undying fame



COLLAPSIBLE EXTRACTOR COVERS

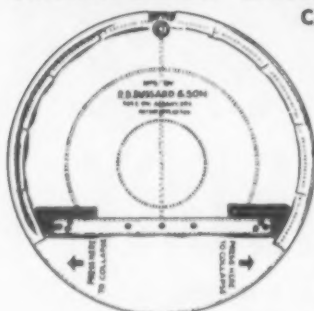
CAN YOU AFFORD TO BE WITHOUT ONE?

ELIMINATES EXTRACTOR DAMAGE CLAIMS

20 TIMES FASTER AND SAFER

Plain cloth covers are as out of date as the horse and buggy.

Simply press extractor cover sides together, insert under basket ring, let go and cover snaps into place.



NO. 11L REGULAR COVER

NO DRYCLEANING EXTRACTOR SHOULD BE OPERATED WITHOUT ONE!

Unconditionally guaranteed



Sold by leading jobbers — EVERYWHERE —

U. S. Pat. No. 2,666,482—
Canadian Pat. No. 514,465



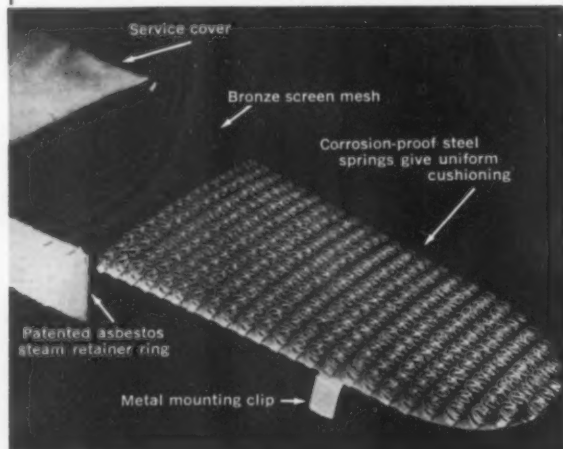
NO. 11L RINSE COVER

R. D. BUSSARD & SON

505 EAST 5TH AVE.

ALBANY, OREGON

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!

Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.

A grand opening celebration was held recently at Iowa Dry Cleaners, 3006 Artesia Blvd., Compton, Calif.

Mr. and Mrs. Arlis Tout have purchased Quality Cleaners, Texhoma, Okla., from Doyle Schafer.

A new front has been installed at Wise Cleaners, N. Main, Denver City, Tex., owned by John Wise.

Chula Vista (Calif.) Cleaners has opened a branch in the

Country Club Square Shopping Center at Hilltop Dr. and Naples St.

ABC Cleaners has been opened in a newly remodeled building on S. Washington St., Beeville, Tex.

Gatewood Cleaners, Chillicothe, Tex., has completed installation of new equipment.

J. K. Butler and C. E. Shipley have purchased Kingsburg (Calif.) Cleaners, 1585 Draper St., from Mr. and Mrs. Jesse Williams.

SOUTH EAST



Don Harrison, owner of One Hour Cleaners, 113 N. Main St., Henderson, Ky., has purchased property at 1402 Second St. for establishment of another unit.

Martin's Cleaners has been opened at 106 N. Main St., Fairmont, N. C., by Mrs. Jeanette Martin, who is assisted by her son, Gerald.

Franklin Varnell is the manager of the new drycleaning establishment opened at Holmes Ave. and Jefferson St., Huntsville, Ala.

Mr. and Mrs. Ralph G. Nall have purchased Lyon County Cleaners, Eddyville, Ky., from G. W. Mick.

Charles C. Shoemaker has sold his interest in Nu-Way Cleaners, Mount Sterling, Ky., to his partner, Herbert Orme.

Archie Jones has moved his drycleaning establishment from Monetta, S. C., to Ridge Spring. He will continue to use the Monetta location as a pick-up station.

Ruxton Cleaners, 901 N. York Rd., Baltimore, Md., has been modernized and expanded, according to Melvin Schulman, vice-president.

Dixie Cleaners and Laundry has been moved to larger quarters at 515 W. Morgan St., Raleigh, N. C.

H. L. Burdette has leased property at 211 W. Gaston St., Greensboro, N. C., for establishment of a drycleaning concern.

Tip Top Dry Cleaners and Dyers has been established in the post office building in Rockledge, Fla., by Allen Roth, Amy Clarke and Francis Morris.

Kenneth Arnold Poteat has purchased Wrenn's Cleaners, West Ave., Kannapolis, N. C., and is operating the firm as Ken's Cleaners.

Snow White Dry Cleaners & Laundry Co., Inc., Mobile, Ala., has been incorporated by J. F. Leamy, president, D. C. Leamy, vice-president, and E. P. Suess, secretary-treasurer.

NORTH WEST



Mr. and Mrs. Don Nilson have opened a drycleaning establishment at 3885 N. River Rd., Keizer, Ore.

Toledo (Ore.) Cleaners, located on S. Main St., has added new drycleaning equipment. Max Damon is the owner.

Model Crown Cleaners, 1910 First St., Tillamook, Ore., owned by Mr. and Mrs. Kennedy, has installed shirt finishing equipment.

Installation of new equipment has been completed at French Cleaners and Shirt Laundry, 730 N. Fourth St., Coeur d'Alene, Idaho, according to a

recent announcement by partners Karl L. Turnbull and Arthur P. Peterson.

Mr. and Mrs. Lester Thompson have sold Black's Drive-In Cleaners, Portland, Ore., to Mr. and Mrs. Charles Peterson. The Petersons also own Fashion Cleaners on N. E. Sandy Blvd.

Cottage Grove (Ore.) Cleaners, operated by Art Weinkauff, has opened a self-service laundry on Gibbs Ave.

Sidney Hallowell has sold his drycleaning establishment in Madison, S. D., to Kenneth Renner.

Mr. and Mrs. Ray Stephens have turned Lost River Cleaners, Arco, Idaho, over to their daughter and son-in-law, Mr. and Mrs. Ethel Techick.

Mr. and Mrs. Walter Kraft have assumed ownership of Fancher's Dry Cleaners, Parker, S. D. The establishment will be operated as Kraft's Cleaners.

NORTH EAST



Tiecrafters Inc., Queens Village, N. Y., has opened a branch in the Pennsylvania R. R. Suburban Station at 15th St., Philadelphia, Pa. This constitutes the first major step in a scheduled national expansion program, it was announced by Stuart Bart, president-founder of the firm.

Henry's Cleaners, Schenectady, N. Y., recently celebrated its twenty-fifth anniversary.

Mayor Philip C. O'Donnell officiated at the ribbon-cutting ceremonies at Debonair Cleaners, 49 Margin St., Peabody, Mass.

Bond Cleaners, 114 Main St., Woodbridge, N. J., has opened a branch at 535 Amboy Ave. Shopping Center.

Savage Cleaners, 13 Albion St., Wakefield, Mass., recently celebrated its twentieth anniversary.

Cooperstown (N. Y.) Dry Cleaners, Inc., has opened in new quarters.

Ideal Cleaners has opened a coin-operated laundry adjoining its establishment at 33 Church St., Spring Valley, N. Y. Joseph Zodda is the owner.

Leonard Hauser has announced plans to open a drycleaning establishment in the Manville (N. J.) Professional Bldg. on S. Main St.

A ribbon-cutting ceremony marked the opening of Lewandos Drive-In Cleansing and Laundry Center, 31 Thoreau St., Concord, Mass.

Calvin G. Shilling has purchased Careful Cleaners, New Bethlehem, Pa., formerly owned by Arnold Dinger.

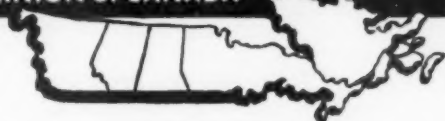
Penn Sanitary Cleaning and Dyeing Works, Washington, Pa., recently celebrated its fiftieth anniversary. Within the fifty-year span the Penn plant headquarters, still at its original site at 133 S. Main, has added four adjacent buildings and been completely modernized three times. C. E. Penn, Sr., the founder, died in 1927. In 1935 the present partnership was formed by C. E. Penn, Jr., George H. Penn and Mrs. C. E. Penn, Sr.

Hermann Bosbach, Inc., 146 Brown Ave., Holyoke, Mass., celebrated its fiftieth anniversary recently. Hermann J. Bosbach is president of the firm, which was first called Mt. Tom French Dry Cleaning Works. The company was incorporated in 1924 and the name changed to Hermann Bosbach, Inc.

N. B., has sold his interest in the firm to Samuel Branch.

New drycleaning equipment has been added at Campbell River (B. C.) Dry Cleaners Ltd., owned by Aage Andersen.

DOMINION of CANADA



A grand opening was held recently at Cliff Carter's Cleaners, 693 Dundas St., Woodstock, Ont., by Cliff Carter.

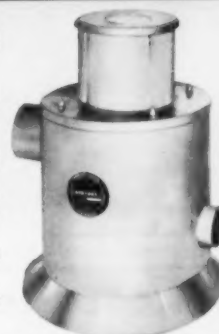
Joseph Salome, owner of Salome's Drycleaning, Bathurst,

7 reasons why GROSS STAR Air Vac cuts pressing costs in HALF ... costs NOTHING to install

- 1—saves enough on installation alone to pay for itself. Just change to an AIR VAC valve, use your present 1 1/4" line. No drain line required.
- 2—simply plug into any 110 AC or DC outlet and go to work. Draws a puny 9.4 amps.
- 3—tuck GROSS STAR Air Vac into a corner or under a table. Only 19" high, 11" wide, yet out-performs any other vacuum method, even those costing many dollars more.
- 4—get faster, better finishing; power costs so low you'll be amazed.
- 5—each GROSS STAR Air Vac serves 1, 2 or 3 presses.
- 6—guaranteed for a full year.
- 7—Repairs, including complete motor replacement can be made in seconds by any handyman—no more "down" time.

Will operate on 40 or 50 cycle for foreign operation.

Write, wire, phone



GROSS STAR Air Vac—made and sold ONLY by L. Behrstock Co.—available from your jobber—tiny but mighty, and mighty low **\$250** priced Job Chicago

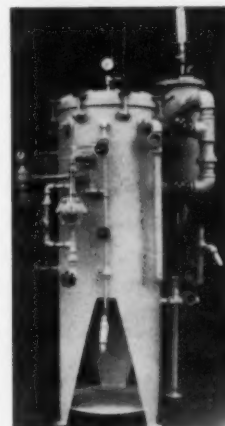
L. BEHRSTOCK CO. GROSS STAR AIR-VAC

1706 S. STATE STREET • CHICAGO 16, ILLINOIS
DAnube 6-6022

CHECK THESE INTERESTING FEATURES . . .

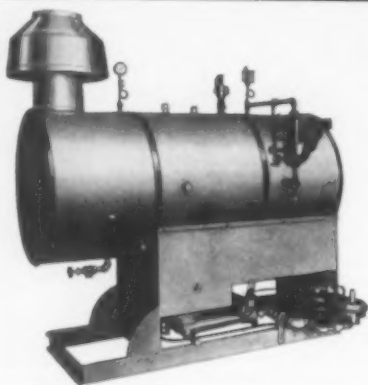
ONLY the NEW MAFS COOKER and STILL
offers you these big advantages

- Uses your present filter—no additional filter required
- Filter powder transferred by circulation
- No motors, pumps, gears, screens, air compressors, aftercoolers or steam chests to worry about
- Bridging and clogging completely eliminated
- Solvent and soap drained before cooking
- The only still with self cleaning coils
- Filter pressure kept to a minimum



A FEW DISTRIBUTORSHIPS STILL OPEN
DIRECT INQUIRIES TO—

MAFS CORP.
53-07 VAN DAM ST.
LONG ISLAND CITY 1, NEW YORK



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co.

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Cedar Rapids, Iowa

Dealers & Distributors most everywhere

KOOL PRESS press covers

- **PROTECTS CUSTOMER GOODWILL** by making call office and plant inviting, comfortable.
- **SAVES ON LABOR COSTS** by eliminating intense heat at the presses.
- **CUTS FUEL COSTS** up to \$20 to \$30 (per press) per year in steam.
- **INCREASES FINISHING QUALITY** by delivering less moisture laden steam in the head, eliminating those "Wet Steam" marks.

see your Local Jobber—only \$17.95

HOBAD ASSOCIATES

22 Kirkpatrick Street, New Brunswick, New Jersey

Are YOU missing
this juicy

PLUS

volume
AND
profit?

There's **BIG PROFIT** in
DYEING thru
GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.



7 Profit-making Extras for YOU!

1. **DYEING**—garments and household goods—fully or semi-finished
2. **RUGS**—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. **RE-WEAVING**—invisible repairs of cuts, tears, burns, moth damage
4. **LEATHER**—suede and leather cleaning, dyeing, finishing
5. **STORAGE**—refrigerated, moisture-controlled vaults for furs, woollens
6. **PILLOWS**—cleaned and renovated—fluffed, sterilized, deodorized
7. **FURS**—cleaned and revitalized by furrier method. Not drycleaned

FREE! Write today for handsome brochure and confidential wholesale prices



General Dyeing Co.

818 DORMAN ST., INDIANAPOLIS, IND.

Mandel's, drycleaning establishment of Galt, Ont., recently installed a modern automatic conveyor system.

Clean-Rite Cleaners, Sidney and Graham Sts., Belleville, Ont., has been purchased by Bruce Parsons and will now operate as Parsons' Cleaners.

Bell Isand (Nfld.) Dry Cleaners Ltd. has been opened by Melvin Rose.

Master Cleaners, Ottawa St., Windsor, Ont., has been modernized at a cost of \$50,000.

New equipment has been added.

M and M Cleaners, Oromocto, N. B., has been moved into its new location in the Shopping Centre.

Mr. and Mrs. A. Sauer are the new operators of Spartan Cleaners, Davidson, Sask.

Star Cleaners & Furriers, Pen-ticton, B. C., has been completely renovated.

A contract for drycleaning and storing police uniforms was granted MacIntosh Cleaners Ltd., Kitchener, Ont.

NORTH CENTRAL



David Weber, Inc., drycleaning firm of Chicago, Ill., has opened a branch at 526 Davis St. in Evanston.

Imperial Cleaners and Launderers, Mitchellville, Iowa, recently held its grand opening.

Rapid One Hour Cleaners has been established at 7625 Cole-rain Ave., Groesbeck, Ohio.

Anita (Iowa) Cleaners, which was damaged by fire on February 4, has been remodeled and redecorated.

A drycleaning establishment has been opened at 216 N. Sev-enth St., St. Louis, Mo.

Village Cleaners has been opened in a new building at 250 W. Main St., Flushing, Mich. The establishment had been operated as Paris Clean-ers.

Vassar Cleaners has been opened in the Venoy-Palmer

Shopping Center, Wayne, Mich. This is the fourth in a chain in the Detroit metropolitan area owned by Morris Ros-man.

Verne Plassman has purchased a drycleaning establishment at 115 W. Michigan, Marshall, Mich., from Mrs. Betty Wal-lens.

A grand opening was held recently at One Hour Cleaners, 8522 Winton Rd., Brentwood, Ohio.

Sebek (Minn.) Cleaners, owned by Mr. and Mrs. Ray McInteer, was gutted by fire recently.

Leader Cleaners of Chicago held a grand opening recently at its newest location, 5701 Milwaukee.

Fetty Cleaners, 117 W. Michi-gan St., Fortville, Ind., is under the new management of Don Kline and his sons, and will be

LET **Mr. CPC***
BOOST YOUR
SHIRT LAUNDERING
\$ALES

TIME SAVERS, INC. WRITE TO US
83 99 WALNUT STREET MONTCLAIR, NEW JERSEY FOR FULL DETAILS
Dept. N

TIME SAVERS
13 STYLES
MOBILE SHIRT SORTING
UNITS

★ FIT EVERY SIZE PLANT
★ EVERY SYSTEM
★ EVERY LAYOUT
★ EVERY BUDGET

TIME SAVERS, INC. WRITE TO US
83 99 WALNUT STREET MONTCLAIR, NEW JERSEY FOR FULL DETAILS
Dept. N

known as Kline and Sons Cleaners. The new owners also operate a cleaning establishment on Route 5 in Noblesville.

Monon (Ind.) Cleaners has announced plans to open a coin-operated laundry on W. Fourth St.

State-Way Cleaners & Tuxedo Rental Co. has been opened at 7600 State St., East St. Louis, Ill., by Mrs. Ethel Freiberg, who also operates Fairlawn Cleaners, 4029 State St.

Lease Cleaners has been moved to 115 E. Main St., Plainfield, Ind.

George Petkovich has joined his father-in-law, Steve Laza-

ros, in the operation of American Cleaners, 14068 Lincoln Ave., Dolton, Ill. The plant has been remodeled and new dry-cleaning equipment added.

Longhead Dry Cleaners has leased space in the new Northbrook Shopping Center, under construction at Pippin and Adams Rd., Cincinnati, Ohio.

Charles Radford is the new owner of Lugsch Cleaners and Launderers, Glenwood, Iowa. The establishment had been in the Lugsch family since 1871.

New drycleaning equipment has been installed at Shakopee (Minn.) Cleaners. William Wermerskirchen is the manager.

GARMENT RETAINER

An Inexpensive, Deluxe Service that brings in new customers. Maintains lapel roll with a "just off the press" look. Easy to use any style coat. Brings customers back for more. Send for free sample.

ORDER TODAY OR ASK
YOUR JOBBER

Jobbers send for attractive
box display.

Coat Retainer Co.

137 Hoggin St., San Antonio 10, Texas



Pat. 2641390

OBITUARIES

Minerva M. Bassett, 80, partner in Bassett Cleaning Company, Easton, Pennsylvania, died recently. She was a member of the William Parsons Chapter, Order of Eastern Star. Surviving are a daughter and two sons, one of whom was associated with her in the drycleaning business.

Gertrude Hanlon Emling, 63, owner of Emling's Dry Cleaners, Erie, Pennsylvania, died recently. Mrs. Emling is survived by her husband and two sons.

Edward Fritchie, 55, vice-president and advertising manager of Lincoln Bag Company, Inc., Chicago, Illinois, died of a heart attack in a hospital on May 2. Mr. Fritchie was connected with Lincoln Bag Company for 21 years. Surviving are his wife, son, daughter, six grandchildren and two brothers.

Elias R. Garza, 46, owner of Cincinnati Cleaners, San Antonio, Texas, died recently. Mr. Garza was a member of the West Side Optimist Club, a charter member of the Charro Dorado Riding Club and a special deputy sheriff. Surviving are his wife and two sons.

Irvin I. Kozak, 45, co-owner of Gem Cleaners and Launderers, Washington, D. C., died recently. He joined Eli Berkowitz to found Gem in 1947. Surviving are his wife, two daughters and a son.

Continued on page 96

Bishop
SUPER SPRAY
Boosts Production

FITS EVERY HAND
smoothly...comfortably
Just grab it...squeeze it!
INSTANT ACTION!

- Lightest...
- Fastest...
- Easiest to operate!

MODEL B70-SSSS **only \$8.50**

COMPLETE WITH 5-FT. HOSE, SUSPENSION SPRING

BISHOP DAVID FREEMAN CO.
MKT. WASHINGTON, U.S.A.

Washette ^{by} Cook

AMERICA'S LEADING OPEN-END WASHER



THE WISE ONES OWN . . .

Washette

Profits go up!
Costs go down!

WASHETTE—the choice of experienced successful, up-to-the-minute commercial laundry operators.

WASHETTE—completely flexible, handles all washing jobs, large or small!

WASHETTE—higher production, turns out more work faster, more uniformly clean.

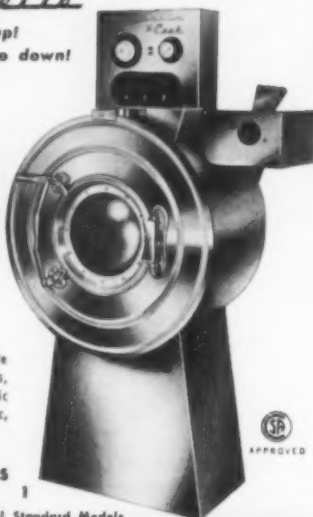
WASHETTE—low original cost, less maintenance, rugged stainless steel construction.

Only **WASHETTE** offers complete line pedestal and cabinet models, sizes 25, 50, 75, 100 lb. Automatic with supply injector, semi-automatic, manual, and automatic.

Write for FREE brochure

**WASHERS - EXTRACTORS
DRY TUMBLERS**

48-Hour Shipment on all Standard Models



Cook Machinery Co., Inc.
4301 S. Fitzhugh Ave. Dallas 10, Texas



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

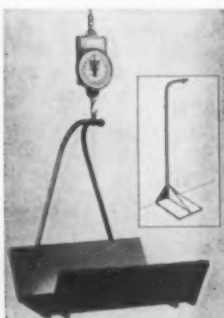
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add **\$15.00**

Scale alone **\$18.00**

Basket alone **\$22.00**



Sold through all Drycleaning & Laundry Jobbers.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Continued from page 95

Harold J. Schenk, 49, operator of Schenk Odorless Cleaners, Belleville, Illinois, died recently. He was a charter member of the Laundry and Dry Cleaners Union, a member of the West Side Commercial Club, St. Clair County Anglers Association and Belle-Clair Home Owners Association. Surviving are his wife, two half-brothers and two half-sisters.

William Spitz, 76, proprietor of Metropolitan Cleaners, Schenectady, New York, died recently. Mr. Spitz was born in Hungary and came to New York 60 years ago. Survivors include his wife and three sons.

Paul T. Stepp, 64, owner of Stepp Cleaners, Dormont, Pennsylvania, died recently. Survivors are his wife, two daughters and a son.

Ben Vigott, 69, retired co-owner of Marvel Cleaners and Dyers, Chicago, Illinois, died recently. He is survived by his wife, a son and four daughters.

ANNUAL CONVENTIONS

June 6 and 7—Southern Laundry and Cleaners Association, Holiday Inn, Memphis, Tennessee.

June 11, 12 and 13—Mid-West Cleaners & Launderers Convention and Exhibition (Kansas Association of Cleaners and Launderers and The Associated Cleaning & Laundry Services of Missouri), Hotel President, Kansas City, Missouri.

June 17 and 18—North Carolina Association of Launderers and Cleaners, Inc., Robert E. Lee Hotel, Winston-Salem.

June 19 and 20—West Virginia Launderers & Drycleaners Association, Beckley.

June 19, 20 and 21—California Drycleaners Association, Claremont Hotel, Berkeley.

June 26, 27 and 28—Florida Institute of Laundering and Cleaning, Tampa Terrace Hotel, Tampa.

August 21, 22 and 23—Georgia Launderers and Cleaners Association, Inc., Atlanta Biltmore Hotel, Atlanta.

September 24, 25 and 26—New York State Launderers & Cleaners Association, Scaron Manor, Schroon Lake.

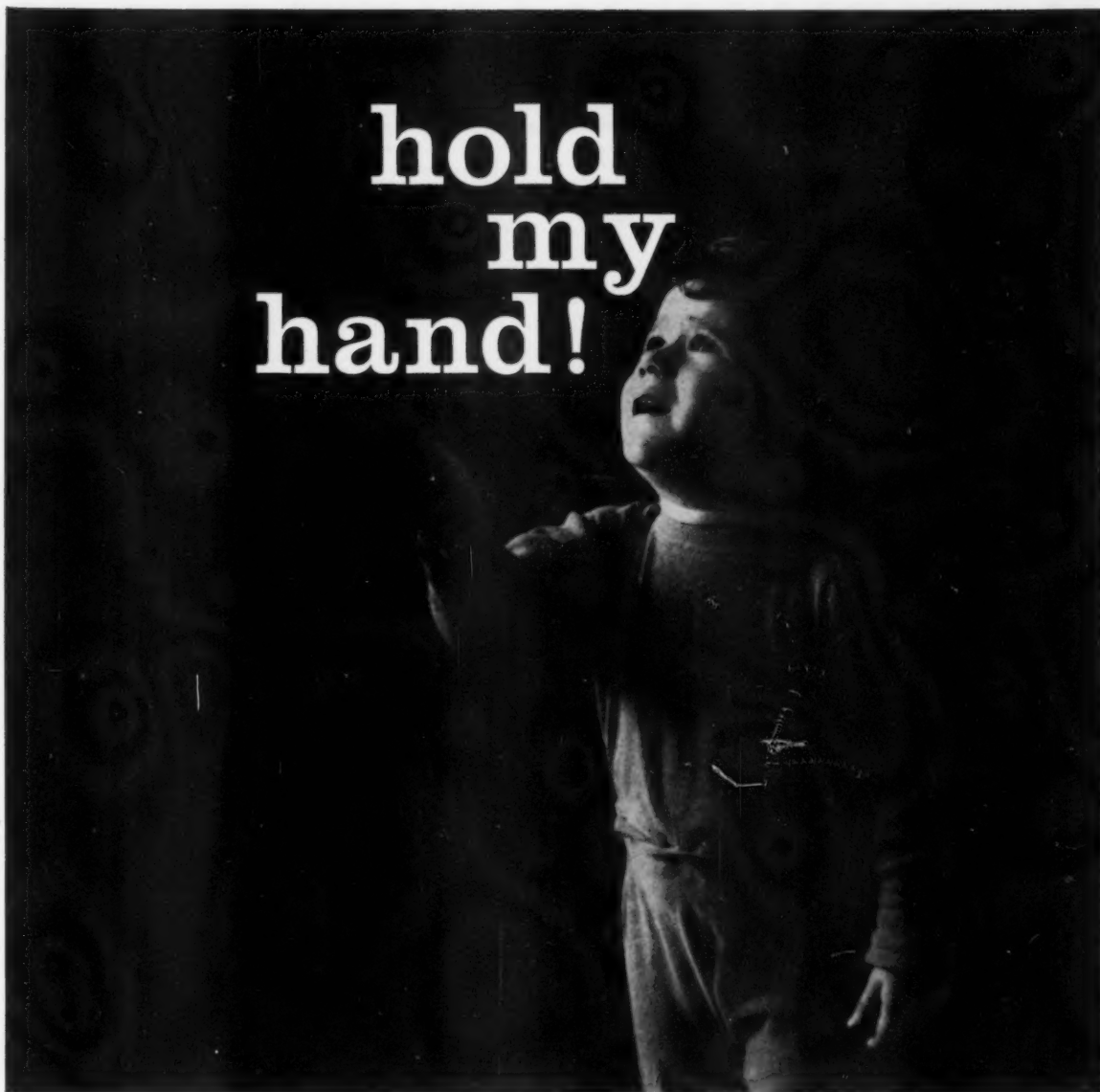
October 14, 15 and 16—Laundry and Cleaners Allied Trades Association, Shoreham Hotel, Washington, D. C.

October 22, 23 and 24—Canadian Cleaners and Launderers Allied Trades Association, Queen Elizabeth Building, Toronto, Ontario.

October 22, 23 and 24—Dry Cleaners and Launderers Institute (Ontario) Ltd., Royal York Hotel, Toronto, Ontario.

October 31 and November 1—Cleansing Plant Owners of Massachusetts, Bradford Hotel, Boston.

hold my hand!



Nameless terrors lurk in the shadows...
doubly terrifying because they are unknown...

Even adults are sometimes afraid of the dark

It's only human to avoid hidden truths that could disturb us. So we worry about cancer, instead of doing something about it.

Wouldn't a checkup be more constructive? Most likely it will prove there's nothing to worry about. But please remember: Cancer can now be cured, in many cases, when detected early enough.

And one more thing...

While you think about it, make out a check to the American Cancer Society. Your contribution is desperately needed for research that can bring this killer under complete control. For cancer *will* be conquered—never fear.

Guard your family... fight cancer with a checkup and a check

*Send your gift
to "Cancer" in
care of your
local post office.*



**American
Cancer
Society**

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING \$18,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, NATIONAL CLEANER & DYER. -2

Men's hat store and shop. Fully equipped for manufacturing and renovating. Wonderful opportunity for cleaner and dyer who would like to get in the hat business. Real bargain. If necessary will dispose of equipment separately. Owner retiring. Bartellino Hat Works, 713 S. Kedzie Avenue, Chicago, Illinois. 8793-2

Petroleum plant doing yearly volume of \$140,000, well-established business with a good reputation for quality work. Located in northern New Jersey. Plant store, branch store and two routes. 75% cash-and-carry, equipped to turn out \$5,000 per week. Will sell with or without real estate. ADDRESS: Box 8795, NATIONAL CLEANER & DYER. -2

\$200,000 ANNUAL VOLUME, 4-store all cash-and-carry operation, includes 2 synthetic plants and 2 branch stores, all 100% drive-in or shopping center locations. Each store ultramodern designed and equipped. Long leases. Fastest-growing operation in Illinois. Will sell all or part. Owner should net \$60,000 annually on entire operation. \$10,000 to \$50,000 handles. ADDRESS: Box 8796, NATIONAL CLEANER & DYER. -2

FLORIDA OPPORTUNITY. Complete synthetic plant in fabulous shopping center near Miami. Ultramodern designed and equipped. All cash-and-carry. Long lease. Owner lives out of state, forced to sell because of management problem. Original \$30,000 investment, will sacrifice for \$19,000, \$5,000 handles. Terms. ADDRESS: Box 8797, NATIONAL CLEANER & DYER. -2

LOS ANGELES, BEVERLY HILLS AREA. COMPLETE 140 F SOLVENT PLANT, WELL-ESTABLISHED, 10-YEAR LEASE, AMPLE PARKING. \$48,000 ANNUAL SALES, \$29,500 PLUS INVENTORY. OWNER RETIRING. ADDRESS: Box 8798, NATIONAL CLEANER & DYER. -2

FOR SALE: MODERN SYNTHETIC CLEANING PLANT AND BUILDING located in Midwest, established in 1903 same location one owner. New supermarket opening across street, also free parking lot. Plant fully equipped, storage vault, truck, base price \$1.25. Reason for selling health. ADDRESS: Box 8799, NATIONAL CLEANER & DYER. -2

FOR SALE—Sanitone plant located in Kansas college town. Same location past 25 years. Modern equipment, cold storage vault, gross over \$60,000 in 1958. Price \$25,000, one-half cash. ADDRESS: Box 8811, NATIONAL CLEANER & DYER. -2

SOLVENT PLANT AND SHIRT LAUNDRY. 12 ultramodern drive-in branches. Largest most progressive cash-and-carry operation in St. Paul, Minn. Suits, plain dresses, \$1.59 and up, etc. \$400,000 annual volume—\$50,000 handles. ADDRESS: Box 8812, NATIONAL CLEANER & DYER. -2

RETIRED BECAUSE OF OLD AGE. WILL SELL OUR BEAUTIFUL CLEANING PLANT AND LAUNDRY, GROSS ANNUALLY \$30,000, 90% CASH-AND-CARRY. WILL SACRIFICE TO A GOOD OPERATOR WHO HAS \$8,000 CASH TO PAY DOWN. THE FINEST AND BEST GROWING LOCATION IN THE NORTHWEST. ADDRESS: Box 8823, NATIONAL CLEANER & DYER. -2

SOLVENT PLANT DOING \$250,000 IN 1958 (WITH SHIRT LAUNDRY ONLY). IN BUSINESS THIRTY-NINE YEARS, BEST REPUTATION IN TOWN. GETTING \$1.45 FOR MEN'S SUITS AND PLAIN DRESSES. HAVE TO RETIRE. SIX ROUTES, SIX STORES. REQUIRES \$35,000 CASH. BALANCE CAN BE ARRANGED. ADDRESS: Box 8710, NATIONAL CLEANER & DYER. -2

PHOENIX, ARIZONA—Synthetic drycleaning plant, Detrex-Coronet, established 3 years. \$19,000—terms. ADDRESS: Box 8769, NATIONAL CLEANER & DYER. -2

Finest cleaning plant in growing city of 20,000. Two locations. Gross over \$50,000. Will sell for replacement price of equipment and machinery, about \$35,000. Owner wishes to retire after 37 years. Write P. O. Box 206, Poplar Bluff, Missouri. 8770-2

Southern Michigan small city. Modern petroleum plant, all in good condition. Downtown location with good lease. Volume \$25,000 all cash-and-carry. Price \$14,000—terms. ADDRESS: Box 8827, NATIONAL CLEANER & DYER. -2

Synthetic plant, Sanitone franchise—established over 24 years, most complete plant in San Francisco's most choice district. Excellent volume at top prices. Terms. ADDRESS: Box 8828, NATIONAL CLEANER & DYER. -2

For sale. Modern wholesale drycleaning plant. Florida East Coast, one hour from Miami. Over \$100,000 gross and growing every year. Must sell at once due to owner's health. ADDRESS: Box 8829, NATIONAL CLEANER & DYER. -2

Four synthetic cleaning plants. Equipment five years old. In southwestern New England. Yearly gross \$150,000. Approximately \$50,000 cash required. ADDRESS: Box 8830, NATIONAL CLEANER & DYER. -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease and will sell building with business. For further information. ADDRESS: Box 8831, NATIONAL CLEANER & DYER. -2

For sale—Modern synthetic cleaning plant located in northeastern Ohio. Gross sales in excess of \$60,000. All modern equipment. Will help arrange financing. ADDRESS: Box 8832, NATIONAL CLEANER & DYER. -2

PHILADELPHIA, PETROLEUM PLANT, HOFFMAN MACHINERY 4 years old, BOILER 30 HP. 1 year old. Established 15 years, GROSS BUSINESS \$55,000, two buildings with apartments. TOBEN-PI-2-4000. 8833-2

MEDIUM SIZED SOLVENT DRYCLEANING PLANT IN JOLIET, ILLINOIS. BUILDING AND EQUIPMENT IN GOOD CONDITION. IDEAL LOCATION. FOR INFORMATION WRITE: CUSTOM CLEANERS, 1120 E. WASHINGTON STREET, JOLIET, ILLINOIS. 8845-2

SYNTHETIC PLANT 4,000 SQ. FT. FLOOR SPACE. \$75,000 ANNUAL VOLUME AND GROWING FAST. BUSINESS AND EQUIPMENT \$20,000. TERMS. RENT \$300 PER MONTH, LONG LEASE. COME AND WORK AS AN EMPLOYEE—TALK TO THE CUSTOMERS. SEEING IS BELIEVING. YOU WILL GET A BARGAIN. MR. PEELER, 2306 RHODE ISLAND AVE., N. E., WASHINGTON, D. C. 8847-2

LONG ISLAND: Modern self-service drive-in cleaning and laundry plant. 4 months old, grossing \$1,500 weekly. Tremendous potential, ill partner. Will sell outright. 50% interest to working partner-spotter. Cash necessary \$20,000, land and building owned. ADDRESS: Box 8848, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

Wanted to buy a petroleum drycleaning plant in Michigan. Frank Mikan, 1474 New Street, Muskegon, Michigan. 8846-1

BUSINESS OPPORTUNITIES

\$20 PROFIT FOR ONE HOUR'S WORK! These are normal, usual earnings made by skilled carpet reweavers working on-location for homes, offices, institutions, insurance companies. We will show you this easy-to-learn work so you can make invisible repairs to small damages in rugs and carpets. Make burns, tears, cuts disappear. Save valuable floor coverings for customers; earn big profits for yourself. Details FREE. Write Carpeton, Dept. CD, 1201 W. Rosemont, Chicago 40, Illinois. 8694-11

SITUATIONS WANTED

Manager's position wanted in plant where 23 years experience is appreciated, where a future is secure. Strictly sober. ADDRESS: Box 8458, NATIONAL CLEANER & DYER. -3

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. ADDRESS: Box 8714, NATIONAL CLEANER & DYER. -5

Spotter or manager, New York City or suburban area. Honest, willing, hard and able worker. ADDRESS: Box 8778, NATIONAL CLEANER & DYER. -5

GENERAL MANAGER, age 38, desires challenging position with future. Capable of handling large volume plant. Extensive experience in all phases of chain store operation including personnel management, sales promotions, new site selections. Years of proven experience in plant production and route building. ADDRESS: Box 8805, NATIONAL CLEANER & DYER. -5

Expert silk spotter and cleaner thoroughly experienced in all drycleaning departments. I had my own plant for 15 years. Will go anywhere. Available immediately. ADDRESS: Box 8837, NATIONAL CLEANER & DYER. -5

Experienced spotter and wool presser would like position in small to medium synthetic plant. Sixteen years drycleaning, seven years synthetic. Northern or Eastern area preferred. References. ADDRESS: Box 8838, NATIONAL CLEANER & DYER. -5

SUPERVISOR, 33 years diversified experience in production, management and training, kept up to date, second generation in industry, N.I.D. graduate, age 49, married. Would like to participate in constructive goals and ideals. Frank R. Hart, 507 Second Avenue, Bethlehem, Pa. 8839-5

Laundry and drycleaning manager. Can get quality and production. Married, sober, good references. ADDRESS: Box 8849, NATIONAL CLEANER & DYER. -5

MANAGER, SPOTTER, age 44, 28 years experience drycleaning. Wants steady position with security. Not afraid of responsibility. Prefer Long Island. References. ADDRESS: Box 8850, NATIONAL CLEANER & DYER. -5

SUPERVISOR, 33 years diversified experience, kept up to date, in production, training and management, second generation in industry, N.I.D. graduate, age 49, married. Looking for opportunity, room and atmosphere for progress. Frank R. Hart, 507 Second Ave., Bethlehem, Pa. 8851-5

DRYCLEANING WORKING PLANT MANAGER, heavy experience in production, A-1 spotter, first-class organizer, knowledge of salesmanagement, age 45. Desires steady position with reliable any size solvent or synthetic company. Anywhere in the United States. ADDRESS: Box 8852, NATIONAL CLEANER & DYER. -5

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. ADDRESS: Box 8775, NATIONAL CLEANER & DYER. -7

LIFETIME OPPORTUNITY: For experienced drycleaner and spotter with managerial ability for perk package plant. Only high-caliber, quality-minded and married men need apply. \$125 weekly plus bonus. Send photograph and full information regarding marital status, education, experience and references. All replies confidential. ADDRESS: Box 8840, NATIONAL CLEANER & DYER. -7

Working manager to operate one-hour cleaner in state of Iowa. Must be honest and dependable. Knowledge of spotting, pressing, etc., necessary. Permanent position. Address: A. C. Napier, 1348 E. Cooker Drive, Lexington, Kentucky. Phone: 6-4209. 8853-7

BUSINESS SERVICE

Suits double-breasted made single—\$9.95. Also lessons on any kind of tailoring by mail. Talis, 11 Pleasant Street, Worcester, Mass. 8789-10

SALESMEN-DISTRIBUTORS WANTED

WANTED—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. ADDRESS: Box 8819, NATIONAL CLEANER & DYER. -14

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA. 6040-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H. 3635-85

MISCELLANEOUS

WEDDING GOWNS expertly cleaned and processed for storage. Hermetically sealed in beautiful chest. Liberal discount. Retail price \$35 and up. Carwile's Custom Cleaners, 1735 Madison Avenue, Memphis 4, Tenn. 8788-8

MERCHANDISE FOR SALE

24 x 36" NYLON NETS ONLY \$13.50 PER DOZEN, FINEST QUALITY. SEND \$1.25 FOR SAMPLE NET. L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 8648-45

Paper signs for cleaners and laundries such as for shirts, flatwork, all kinds of cleaning and alteration signs. Size 11 x 35 inches in fluorescent color. Regular price 75¢ each. Will send two signs and catalog for \$1. Royal Signs, 472 Ferry Street, Newark 5, N. J. 8692-45

PRICING GUIDEBOOK ON DRYCLEANING, GENERAL ALTERATIONS AND RELATED SERVICES. OVER FIFTEEN HUNDRED descriptions and prices with space for price changes of different localities. YOU WILL MAKE MORE MONEY immediately with this book. See your supplier or send one dollar per book direct to L. A. Gordon Specialties, 2107 West Osborn Road, Phoenix, Arizona. 8842-45

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

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SAVE 60% ON TALONZIPPERS—1 dozen Talon trouserszippers \$1.50 (store price \$4.20)—100 only \$11.50. We send you free our price list with amazing bargains in Talonzippers, leatherpatches, knitted cuffs, buttons, thread, complete trimmings line. Nassau Notionhouse, Nassau, N. Y. 8596-48

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 6055-13**

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HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

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REWEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio. 7446-29**

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REWEAVING (Cont'd)

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WANTED—USED DETREX CLEANING MACHINES—any amount, any condition—30 lbs. or larger. ADDRESS: Box 8705, NATIONAL CLEANER & DYER. -3

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Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS** **MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4**

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4**

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IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

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Mercury 140°F. safety tumblers, reconditioned. Bargain price \$300. **MARTIN EQUIPMENT CO., Cincinnati 12, Ohio. 8737-4**

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The Customers Always Write

Newcomer Solicitation

To the Editor:

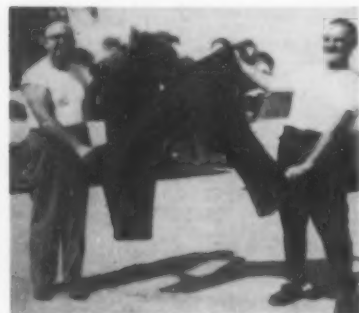
Do you have a form letter used by cleaners and laundries to welcome new families to the community? We are having a number of new families move into our town and we would like to write a letter as a follow-up to Welcome Wagon and a solicitation call by our routeman. Any information or suggestions you may have will be appreciated.

J. R. WILLIAMS, JR.
Modern Dry Cleaners
Eufaula, Ala.

*Examples from back issues sent.
Good ones are run from time to time.*

—EDITOR

It's a Bargain



To the Editor:

I cleaned and spotted this pair of trousers this week—64 inches in the waist. The man only pays 65 cents regardless of size.

J. CLYDE WICKLINE
OK Drive In Cleaners
Clearwater, Fla.

Tokyo Calling

To the Editor:

We are very happy to inform you that a drycleaners convention of international scale will take place in Tokyo, Japan, on June 24, 25 and 26, 1959. We will be very honored with your presence at the convention and, also, have you tour Japan's very famous shrines, ancient temples, and, in addition, visit beautiful sights. The International Drycleaners Convention will be held at the fabulous Imperial Hotel, Prince Hotel and Chinzan-So, Tokyo.

We expect to have guests of honor, His Excellency, Ambassador Douglas

MacArthur II of the United States of America, and Mr. Aiichiro Fujiyama, Foreign Minister of Japan.

We are very fortunate to have the California Drycleaners Association joined in co-sponsorship with the Japan Cleaning Productivity Council in inaugurating the first convention of international scale. We believe that the convention will create better understanding and friendship between the two countries and produce profitable exchange of technical ideas.

Why not combine business and pleasure this summer by touring Japan? Americans are welcomed everywhere by the Japanese. You will be intrigued and fascinated by the many places you are to visit, carefully chosen according to their geographical locations, colorful, historical and cultural interests.

I surely hope that I may have the pleasure of meeting you at the forthcoming "International Drycleaners Convention" in Tokyo, Japan.

Enclosed is a pamphlet of the convention with more interesting information for you. Please feel free to ask for further information and the California Drycleaners Association will gladly supply you with the necessary answers.

TAKEO IGARASHI
President, Hakuyosha Company, Ltd.
Tokyo, Japan

An announcement of the Japan-California-sponsored convention was carried in our April issue. Wish we could go; sounds like the drycleaner's perfect business-pleasure trip.

—EDITOR

Industry Claims Code

To the Editor:

With reference to your editorial on page 22 of the February issue of The NATIONAL CLEANER & DYER, we are interested in the National Claim Adjustment code.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Can you let us have any further details, and at the same time say whether there is any "support" that we as members can give, as suggested in your final paragraph?

K. LOVAT FRASER
Solicitor, Company Secretary
Leeds Chemical Cleaning Works
Limited
Bradford, Yorks., England

The National Claim Adjustment Code is being sponsored and formalized by the National Institute of Drycleaning at Silver Spring, Maryland. It is still in a nebulous stage. However, we suggest writing to the Institute to indicate support and interest. Such letters will give impetus to the campaign.—EDITOR

Leather Cleaning

To the Editor:

Where can I get more information about suede and leather cleaning? Please let me have all information that I need about this fine service and what I need in machine (regular machine for drycleaning with perchlor I have in my plant).

I thank you, sir, in advance for your full and fine information and I am looking forward to your news with interest.

RUDY WEGMANN
Batterkinden/Bern, Switzerland

An article on suede and leather cleaning appeared in our April 1959 issue.—EDITOR

Information Furnished

To the Editor:

In the April edition of your magazine we note on Page 58 an article on the cleaning of carpets and rugs. We are extremely interested in this branch of industry, with particular reference to the machinery used by the company mentioned.

However, in this article the name of the manufacturer is not disclosed; would you be kind enough to furnish us with their name and address, together with those of any other manufacturers making this type of equipment.

J. R. MCKENDRY
Assistant General Manager
Walkers Dyers and Cleaners Ltd.
London, England

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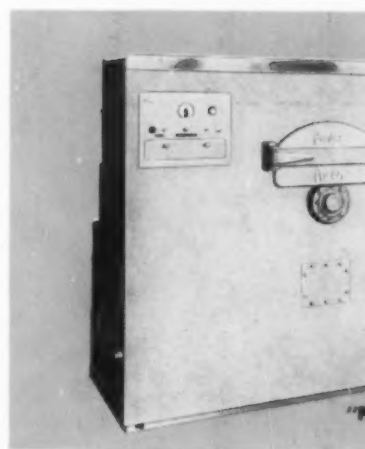
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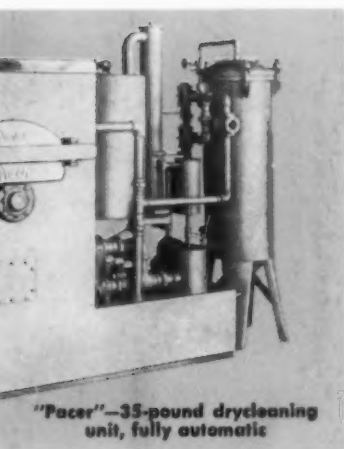
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